

# The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, DECEMBER 16, 1920

Mr. Sib -

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A New Year Resolution by a producer "worth while" will be complete without a determination to communicate with the company that has smashed the world record for growth.

## *New Business Increase 120%*

That is the International Life increase of business for the year ended June 30, 1920, over the increase of the preceding year, the outstanding insurance at the same time mounting rapidly until it exceeds \$133,000,000 now, while the admitted assets amount to about \$15,000,000.

Management by officers with actual field experience accounts for the opportunity that has enabled a great agency organization to establish new records for per capita production of new paid-for business.

This management embraces prompt and intelligent cooperation with agents in the field and the launching of a group of policy contracts, modern in every detail, as the kind of ammunition with which International Life agents are supplied.

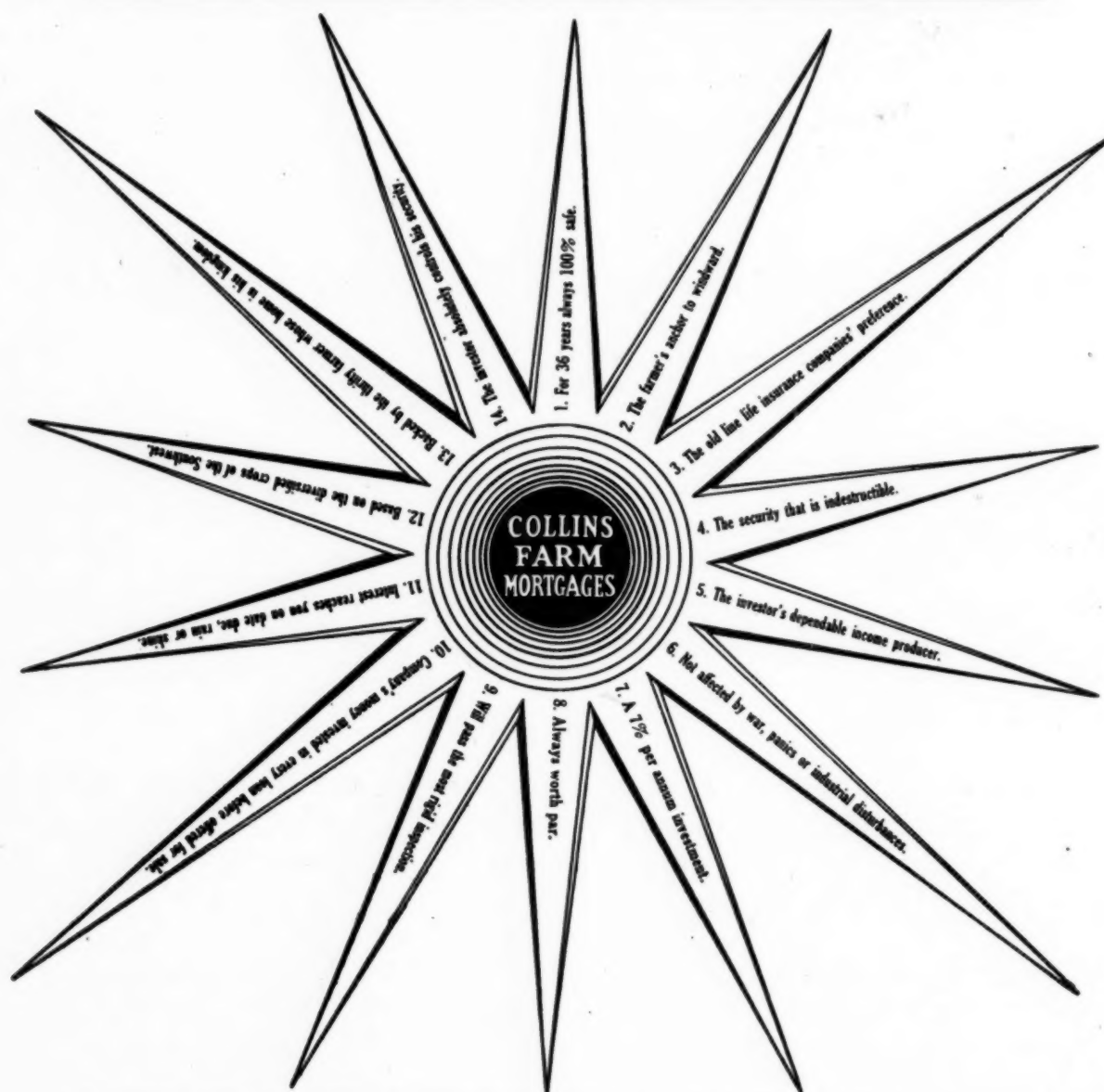
Some rich agency opportunities still open for high class agency producers ambitious to grow apace with a company already made famous through the United States by eclipsing all previous American records for company growth. That was done only by the

*International Life, St. Louis*

# Join the League of Safety!

—which guarantees financial independence and happiness!

## Our Irresistible 14 Points



Send for Booklets, "Why Collins Farm Mortgages Are Safe" and "As Others See Us"

### The F. B. Collins Investment Company

Members Farm Mortgage Bankers' Association of America

Home Office, Oklahoma City, Okla.

Sales Office, 727 Monadnock Block, Chicago



# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Fourth Year No. 51

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, DECEMBER 16, 1920

\$3.00 per year, 15 Cents a Copy

## Important Things in Education of New Agent

John A. Stevenson, Vice-President of Equitable Life of New York, Outlines Five Things of Which Recruit Must Have Clear Understanding

**M**ORE and more companies are beginning to realize the importance of educating new men. One company after another is announcing an educational program of some sort. Correspondence courses are being adopted, training classes are being established at home offices, traveling instructors are being sent out, and in various ways companies are attempting to do more in the way of training new men and starting them out with a broader life insurance equipment. Most of the work that is being done along this line is commendable, but at the same time there is considerable misdirected effort. In several instances new men are being given an overdose of one feature of the business and perhaps a more important side is neglected. In other words, the educational schemes of some companies are not well balanced. They lean too heavily in one direction or another.

Dr. John A. Stevenson, vice-president of the Equitable Life of New York and former head of the life insurance course of the Carnegie Institute of Technology, is probably the country's foremost authority on life insurance education. He has made a great study of the subject. He has shown himself to be an intelligent, understanding trainer and teacher of men. He has probed the subject of life insurance education to the bottom and is today one of the foremost life insurance educators of the country.

### Should Center Attention On Few Essentials

In a recent interview with a representative of THE NATIONAL UNDERWRITER Dr. Stevenson said that any company getting into educational work in a limited or gradual way should bear in mind that in order to make the work practical and helpful it is necessary to keep in mind at all stages that there are some things life insurance salesmen, new to the work, need above all others. In other words, Dr. Stevenson points out that although all life insurance education is good, there is a great deal to draw from and it is perhaps easy for the instructor to get off on a tangent. He should never lose sight of the fact that the recruit must have a few things in order to make the right kind of start in life insurance selling. During the early stages, therefore, the nonessentials must be brushed aside and the instructor must get right down to explaining the four or five things that every new life insurance salesman must have some familiarity with if he wants to succeed at all.

### Five Things That Are Vital

Dr. Stevenson said that there are five things that every life insurance recruit must have at least a superficial knowledge of, or real success is not possible. He said that every man starting out in life insurance work should have:

1. Some system, that works, of getting prospects. The new man without

a prospect list easily becomes confused and bewildered. He must know whom to see and where to go or he quickly becomes discouraged. It is of the utmost importance to at once provide the new man with some system of accumulating names and leads that enables him to keep going from one prospect to the other. There is nothing more deadening on the new man than the thought that he does not know whom to talk to next.

2. The new man must have a knowledge of the dominant or main reasons why men buy life insurance. There are, of course, hundreds of arguments and reasons why men should take out life insurance, but the new man cannot hope to acquire these in a short time. He must, however, be familiar with the

This much, Dr. Stevenson said, the new man must have as a working foundation. The best way to conduct any training course is to mix the practical with the instruction. The new man should be taught, say in the morning, and then allowed to go out and try out what he has heard in actual practice. This is what is being done at the Carnegie Institute of Technology almost from the first day. The men are given the theory and then allowed to try it out to see how it goes. It is easy to overload the new man with too much instruction. It is possible for any man to take on only about so much. He can absorb a certain amount of material, and beyond his capacity the instruction is wasted. For this reason no man, Mr. Stevenson contends, can be

family to have a regular monthly income after you have gone for good?" That sort of presentation of life insurance usually results in the agent being allowed to make a more elaborate explanation. It seems to appeal to prospects generally. It strikes the average man. Why do not new life insurance men use it, then, because of its known compelling qualities? It is not Mr. Stevenson's idea that every prospect should be approached in that way, but only that during some point in the canvass this presentation of the subject can be made.

### Another Attractive Style of Presentation

Again Dr. Stevenson says that this explanation of life insurance invariably gets the right kind of response, "Life insurance obtains for your family instantly the things you hope to accomplish by the end of your career. It instantly provides to your family your life objectives; by one stroke of the pen you arrange for your family the things that without life insurance you are going to struggle all of your life to get, and which will come only at the end of your business career. Have you ever thought of life insurance in this way?"

### Why Prepared Paragraphs Are Valuable

It is Mr. Stevenson's opinion that these ideas cannot be nearly so well presented by a life insurance salesman in an impromptu talk. The life insurance man who goes into a strange office and starts to talk to a man that he has never seen before and who receives him none too favorably cannot hope to suddenly receive from some place an inspiration to say something that will just hit the spot. On the contrary he must know just what he is going to say and the language he is going to employ. He must have poise. He must have confidence and assurance. If he is worried by the thought that he does not know what he is going to say next he at once becomes ill at ease and his manner of presentation suffers. If the agent is well equipped he has all the advantage. He knows what he is going to say, but the prospect does not. The prospect's arguments and objections must be made up on the spur of the moment. They are often weak. What the agent has to say should be prepared in advance, well thought out and effective. It is not the thought that the agent should, like the washing machine agent or book agent, recite a piece to everyone encountered but rather that he should have a few paragraphs that can be woven into his life insurance story.

### Trained Men Will Not Lose Business

Mr. Stevenson says that there now must, of necessity, be more life insurance training and education than ever (CONTINUED ON PAGE 17)

### FIVE THINGS A NEW MAN MUST HAVE

1. A system, that works, of getting prospects. The new man without a real prospect list soon becomes discouraged.
2. A knowledge of the dominant or main reasons why men buy life insurance. He must know the vital and compelling life insurance arguments.
3. A prepared-in-advance selling talk, or several prepared paragraphs that can be easily woven into any selling talk.
4. A clear knowledge of the ordinary life, 20-year endowment, 20-payment life and monthly income contracts.
5. A knowledge of some of the principles of salesmanship. The new man should understand the effect on the prospect of the approach, opening arguments, the close and the general psychology of the sale. The new man should know why some things "work" and others don't.

essential, vital and compelling life insurance arguments.

3. He must have some sort of a prepared selling talk or prepared paragraphs. He must know what to say and how best to express it. This does not mean that his canvas should be wooden or stiff or unnatural, but only that he should have a few paragraphs and ideas that may be woven into whatever talk he cares to give to the individual prospect.

4. There can be no success for the new man who is unfamiliar with the principal forms of life insurance. He must know the difference between an ordinary life, 20-year endowment, 20-payment life and monthly income. He needs only to have a knowledge of the chief forms, but that much is vital.

5. He must know some of the principles of salesmanship. He must know something about the "psychological moment." He must understand the effect on the prospect of the approach, opening arguments, the close, what moves men to buy life insurance, and the general psychology of the sale. Some men are very successful without a knowledge of sales psychology, but they would be more successful if they knew why their stuff worked. The man who is familiar with the fundamental principles of salesmanship has a big advantage. It is an asset to a salesman in any line of business.

trained in any fixed length of time. The training process takes as long as it requires the new man to absorb what he is told, but with the ordinary case a period of about four to six weeks is average.

### Why Prepared Talk Is Desirable

Mr. Stevenson is particularly won over to the idea that the new man needs as much as anything else some sort of a prepared selling talk. There are a few strong ideas regarding life insurance that can be framed in language that will get a response with almost any prospect. For example, Mr. Stevenson says, that most any prospect if told, "If you were going on a long trip from six to eight months one of the first things that you would do would be to make financial preparations for your family while you were away. You would call up your banker and ask him to send to Mrs. Jones \$150 or \$200 a month. You would know that without the proper funds your household could not operate properly in your absence. You would certainly make every preparation for the financial needs of your family. Have you ever done anything about the long trip that you are to take some day? I mean the trip from which you are not going to return. You are going to leave some day and never come back. Have you made any kind of arrangement for your

## OUTLOOK FOR THE YEAR DEEMED FAVORABLE

Massachusetts Mutual Gives Some Observations on the Prospects for 1921

### MUST CONFORM TO CHANGE

Company Says That Situation from Any Angle Is Most Promising to Life Men

The Massachusetts Mutual comments on the prospects for 1921. It believes the situation is highly favorable from the life insurance standpoint. The company says:

"It is only natural that at a time when industrial readjustment is taking place as rapidly as it is today, when prices are falling, and when reports of the closing of factories and the increasing number of men out of employment are found in every newspaper, those engaged in selling life insurance should ask themselves the question, 'What will be the effect of changing conditions upon our business?' That life insurance men are willing to face this question squarely is shown by the many articles that have been written on the subject during the past month; that there is no cause for anticipating any considerable decrease in the volume of business done, is the almost unanimous opinion of those who have analyzed the situation and expressed their views in insurance journals and company papers.

#### Optimism Is Seen

"Life underwriters are really optimistic, not merely 'whistling to keep up their courage.' They are firm in the belief that the American people have learned that life insurance is a necessity and that they will continue to avail themselves of its benefits even if in order to do so they must forego many of the luxuries to which they have become accustomed during the past few years. The need of protection in the event of death was taught by the influenza epidemic, and it is a lesson we shall not soon forget; the importance of thrift was driven home more forcibly than ever before by the arguments used in Liberty Bond and War Savings campaigns; the idea of what constitutes an adequate amount of insurance protection and the wisdom of monthly income payments to beneficiaries was impressed upon the minds of millions of men in the army by those who urged the buying of the government's policies; the value of insurance as a means of saving was demonstrated by the exposure of Ponzi and others who promoted 'get-rich-quick' schemes at a great cost to the public.

#### Received Universal Endorsement

"Never before has our business received such advertising as it has had since 1914. Men in public life—statesmen, bankers, business men—have testified their belief in it. It would be hard to find any business today that is receiving such hearty and such universal endorsement by men in whose judgment people have faith. The men and women who sell insurance are backed by the opinion of the leaders in thought and action throughout the country.

#### Must Be Readjustment

"As in all other branches of business there will necessarily be a considerable readjustment. Classes of prospects hitherto available are going to be less able to increase their insurance protection, but the groups thus affected

## DECIDE BIG TAX CASE HITS NORTHWESTERN MUTUAL

Wisconsin Supreme Court Upholds Legality of Levy on Interest From Policy Loans

MADISON, WIS., Dec. 14.—The state of Wisconsin won its case against the Northwestern Mutual Life when the supreme court Tuesday dismissed the complaint, involving the collection of taxes amounting to upwards of \$40,000 which have been paid by the Northwestern Mutual. The company brought this suit against the state to recover taxes paid by it under protest. In both cases the tax was based upon interest on so-called policy loans or advances made by the company to its policyholders upon the sole security of their policies and under agreements which contained no promise by the policyholder to pay either principal or interest, but provided that in case of non-payment of interest the same would be added to and become a part of the principal and bear interest, and whenever the amount of principal and interest equalled the cash surrender value of the policy the policy should be deemed surrendered and the advance of loan cancelled.

#### Tax of 3 Percent Assessed

Interest upon such advances or loans to the amount of \$787,455.74 accrued in the year 1918 and, not being paid by the policyholders, was added to the principal pursuant to agreement. In 1919 interest to the amount of \$781,435.77 accrued, and not being paid by the policyholders was likewise added to the principal. The state of Wisconsin, claiming that these amounts of accrued but unpaid interest constituted income of the Northwestern Mutual Life, assessed a tax thereon of 3 per cent, amounting for 1918 to \$23,623.67 and for 1919 to \$21,643.07, which was paid under protest.

"The fact that the company has paid all taxes due on the funds it used to pay policies cannot affect its duty to pay taxes upon income derived from the loans made by it," says Justice Vinje in the opinion.

#### Lawfully Collected, Court Says

"Counsel for plaintiff stated upon the oral argument that if it was held there was an annual gain to the company resulting from the loans in question then the company should be held to pay a tax on such gain annually even though no settlement had been made with the policyholder. It follows that the facts stated in the complaint do not constitute a cause of action because the tax in question was lawfully collected and plaintiff is not entitled to repayment thereof."

have never been the ones upon whom we have relied for the bulk of our business; and, moreover, their places will be taken by the many who have not been able to buy as much insurance as they have realized they needed—the men and women whose salaries have not kept pace with the increased living cost but who are now beginning to find themselves with an increasing surplus after the month's bills are paid. As one enthusiastic representative says, the trouble is not going to be to find people who have money and need insurance but to find the time to see them all.

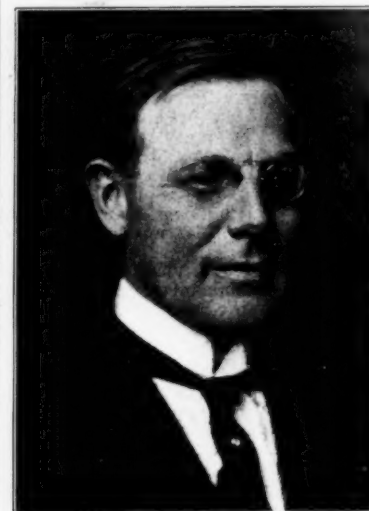
"View the situation from any angle and it is seen to be highly favorable for the life insurance man who is capable of studying the changing conditions in his territory, readjusting rapidly to conform to them, and working steadily and with confidence."

The Chicago Field Men's Club will hold its first meeting of the new year Thursday, Jan. 13. No program has as yet been determined upon.

## GEORGE GRAHAM'S MOVE HE GOES TO CENTRAL STATES

Well-Known Missouri State Life Official Will Make New Connection First of Year

George Graham, vice-president and actuary of the Missouri State Life, has resigned and on Jan. 1 will take the vice-presidency of the Central States Life of St. Louis. Mr. Graham is one of the best known company officials in the west. He is president of the American Institute of Actuaries and is a director of the American Life Convention and his counsel is often sought. Mr. Graham read a paper at the last annual meeting of the American Life



GEORGE GRAHAM

Convention on double indemnity that was read with interest by company officials. He was formerly actuary of the Illinois department. Mr. Graham is a Scotchman by birth and training. He has not only an actuarial mind but through observation, study and contact with men has broadened his vision until he has made a place for himself as an all-around company executive.

James A. McVoy, vice-president and general manager of the Central States, is also a former state department man, he having been actuary of the Missouri department. He is a strong official.

#### Discuss Fraternalism in February

NEW YORK, Nov. 11.—The committee on fraternalism of the National Convention of Insurance Commissioners will in February give further consideration to a number of fraternal problems, including the so-called Richmond bill.

Considerable opposition was voiced by representatives of the fraternalism to the report of the convention's subcommittee on fraternal blanks, when it was submitted to the executive committee. The report was submitted by Grady H. Hipp, assistant actuary of the New York department. Other members of the committee were James Fairlie, actuary of the Illinois department, and R. E. Ankers, actuary of the Virginia department. Fraternal representatives who spoke were Charles Piper of the National Fraternal Congress of America, George D. Eldredge, a consulting actuary for fraternalism, and W. F. Frazier, manager of the Woodmen of the World insurance department.

The fraternalism did not make so much objection to the recommendations of the committee as to the plan of making the recommendations effective now. They asked for time in which to improve their societies, declaring that to carry out parts of the committee's report now might prove fatal to some fraternalism. The discussion continued for several hours. The report of the subcommittee on gain and loss exhibit statements of fraternalism will be taken up at the commissioners' meeting next May or June.

## VALUATION BILL IS UP FOR DISCUSSION

Favor of the New York Department Officials Sought for Act

### COMPANIES BACK MEASURE

Conference Was Held and the Proposed Law Was Investigated From Many Standpoints

NEW YORK, Dec. 13.—With a view to securing the endorsement of the New York department to a bill proposing an amendment to the present state law governing the valuation of life policies, which it is proposed to offer in the legislature early in the new year, a conference of leading company executives with Superintendent Phillips and other representatives of the department was held in this city.

The bill, which seeks to permit companies valuing under the preliminary term method, to operate in the Empire State, from which they are now barred under the inflexible provisions of the governing statute, is the same measure that was submitted to the legislature last spring, but failed of enactment; lack of time forbidding a proper consideration of its merits by the legislators prior to their adjournment for the season. It is based on the Illinois law.

#### Participants in the Conference

In addition to James H. McIntosh, general counsel of the New York Life, who prepared the bill, the following named strongly spoke in its advocacy at the meeting: Vice-President Robert L. Cox, Actuary J. M. Craig and General Attorney L. F. Lincoln of the Metropolitan Life, Vice-President Henry Moir of the Home Life, Vice-President D. F. Appel, New England Mutual Life, Vice-President E. E. Rhodes, Mutual Benefit Life; Actuary Robert Henderson, Equitable Life; Vice-President and Actuary Charles G. Taylor, Jr., Atlantic Life; President E. W. Randall, Minnesota Mutual Life, and T. W. Blackburn, secretary and general counsel American Life Convention.

#### Department Men Present

Besides Superintendent Phillips, the New York department was represented by Deputy Superintendent Hadley and by Actuaries Hipp and Smith, the former of the Albany and the latter of the local office. Mr. Phillips presided at the conference, asking a number of questions and attentively listening to all that was said in reply. He gave no hint, however, as to his attitude toward the matter. When hearings were had upon the bill at Albany in March last, the department actuaries rather opposed certain of its provisions, and apparently they have not changed their views in such regard. They did make a number of compromise suggestions, which failed of endorsement by the company men, who maintained that the measure in its present form is altogether reasonable and should be acceptable to the state authorities in its entirety. Should the bill be approved in New York the probabilities are that it would be adopted in Massachusetts as well, and the present purpose is to submit it to the legislature of Massachusetts after New York has acted.

During the present year the New Jersey legislature promptly amended its laws to meet the end sought by the new bill.



## BETTERING OF SERVICE IS PRESIDENTS' THEME

Important Questions Discussed at  
Annual Convention of Life  
Executives

## INVESTMENTS BIG TOPIC

Resolutions Adopted Oppose Compul-  
sory Laws—Members Dubious  
About Tax Relief

NEW YORK, Dec. 11.—In the four-  
teen years of its existence the Asso-  
ciation of Life Insurance Presidents  
has grown steadily in membership and  
usefulness, and today is recognized as  
one of the most constructive bodies  
in the realm of American underwrit-  
ing. The annual gathering of the or-  
ganization held here this week was  
better attended than any former meet-  
ing, leading company executives being  
present from every section of the  
land, and from Canada as well. The  
"Betterment of Life Insurance Service"  
supplied the keynote of the gathering,  
men of eminence in the realms of  
education, finance and statecraft as  
well as in insurance giving their views  
as to how the end sought could best  
be obtained. The wonderful progress  
made by life insurance in the United  
States in the past 75 years, and more  
particularly in the past decade, was  
recited by a number of the speakers,  
while others touched upon outside in-  
terests in the operation of which the  
life insurance companies had a very  
positive concern.

An especially comprehensive his-  
torical review of the development of  
life insurance in the United States was  
given by William A. Hutcheson, second  
vice-president of New York and president  
of the Actuarial Society of America.

### Longworth Talks of Taxation

While members of the Association  
expressed their endorsement of the  
objection voiced by Congressman  
Longworth to the present excess  
profits tax levied by the federal gov-  
ernment, and with his views as to the  
need for a complete revision of the  
present tax laws, they heard with re-  
gret his statement that the near future  
holds no hope for a modification of the  
total tax impost, the fixed expenses  
of the national government precluding  
any such result. The fear was felt by  
a number of company men that if the  
suggestion favored by Mr. Longworth  
of levying a tax upon the undivided  
surplus of corporations were carried  
into effect, it might mean considerable  
further trouble for the life insurance  
companies, the thought in the minds  
of many public men being that sur-  
plus accumulation represented profit,  
whereas so far as life institutions are  
concerned, they are reserve accumula-  
tions to be drawn upon in case of  
emergency, and that such emergency  
can arise is evidenced by the experi-  
ence two years ago, when all compa-  
nies suffered excessively through the  
influenza epidemic.

### Evils of Compulsory Investments

A fitting reply to those legislators  
throughout the country who would  
compel by legislative enactment life  
insurance companies to invest a per-  
centage of their funds in securities  
in the different states was made by  
President Fiske of the Metropolitan  
Life, who clearly pointed out the un-  
wisdom of any such policy. Under certain  
broad restrictions imposed by statute,  
Mr. Fiske said life insurance companies  
sought investment of their funds with a



WILLIAM A. HUTCHESON  
Vice-President Mutual Life of New York

primary view to safety, rate of interest,  
governmental and municipal needs, and  
the necessities of the policyholders. The  
most secure of all forms of investment  
was that of policy loans, and 12 per cent  
of the entire accumulations of the com-  
panies is invested in such direction.  
Beyond this the life offices invest freely  
in city and farm mortgages, municipal  
and railway bonds and other forms of  
securities, the placing of which aids the  
development of all proper forms of ac-  
tivity.

### Thorpe and Taylor Speak

Recognizing the importance of the  
agency force of the land, the association  
invited Orville Thorpe, president of the  
National Association of Life Under-  
writers, to speak for the business pro-  
ducers, and listened very attentively to  
what he had to say. On behalf of the  
American Life Convention its president,  
Charles G. Taylor, Jr., brought greet-  
ings from that organization to the con-  
vention, saying that the "sincerely cor-  
dial and harmonious friendships exist-  
ing between the two organizations,  
their officers and members, was a happy  
augury for the future of the life insur-  
ance business in America."

An interesting incident in connection  
with the gathering was the presence at  
the initial session of some of the oldest  
policyholders both in point of age and  
in point of years in which the policy has  
been in force in American life insur-  
ance companies. The venerable gentle-  
men, six in number, ranged in age from  
81 to 88 years, and had been persistent  
policyholders for from 55 to 65 years.  
As Chairman Howland remarked, the  
only mistake they had made when seek-  
ing indemnity was not to have taken an-  
nuity contracts. The names of the vet-  
erans, with their ages, companies in  
which they are insured and age of poli-  
cies, are:

Benjamin D. Benson, 81, Mutual  
Benefit Life, 57 years; Edward D. But-  
ler, 84, Connecticut Mutual Life, 56  
years; John F. Comey, 83, Mutual Bene-  
fit Life, 61 years; James Harvey Hart,  
88, Mutual Life of New York, 65 years;  
John A. Hilton, 84, New York Life, 58  
years; William Martin, 84, New York  
Life, 55 years.

### New Officers Elected

Officers of the association elected for  
the new year were as follows: Sec-  
retary and manager, George T. Wight;  
general counsel, Job E. Hedges; attor-  
ney, Frederic G. Dunham; actuary,  
George W. Smith; statistician, Orlow  
H. Boies; assistant secretary, Mott A.  
Brooks.

Executive committee: Louis F. But-  
ler, president Travelers; Jesse R. Clark,  
president Union Central Life; George I.  
Cochran, president Pacific Mutual Life;  
W. A. Day, president Equitable Life;  
Forrest F. Dryden, president Pruden-  
tial; Haley Fiske, president Metropolitan;  
Alfred D. Foster, president New

## ATTACK IS RESENTED

CHARGE BY FRATERNAL MAN

Insurance Commissioners Say That  
Erroneous Aspersions Have Been  
Cast by Woodmen of World

NEW YORK, Dec. 11.—Resenting  
keenly the aspersions cast by Maj. W.  
A. Fraser, sovereign commander of the  
Woodmen of the World of Omaha,  
upon representatives of various insur-  
ance departments that conducted a joint  
examination of the organization con-  
cluded last July, Commissioner Travis  
of Kansas, Savage of Iowa, Harty of  
Missouri, Bullion of Arkansas and  
Henry of Mississippi, at the commis-  
sioners' meeting here, denied flatly the  
charges of improper conduct made by  
Major Fraser and gave particulars re-  
garding certain findings by the investi-  
gators.

The allegation of the sovereign com-  
mander that confidential records had  
been taken from the files of the organi-  
zation and their contents supplied to  
the insurgent element in the member-  
ship of the Woodmen of the World  
was countered by the statement of  
Commissioner Harty that six months  
prior to the examination the manage-  
ment of the fraternal had complained  
to him that secrets of the office were  
reaching the outside and were being  
used to the detriment of the organiza-  
tion. So far from holding any ill will  
toward the Woodmen of the World,  
the commissioners were a unit in their  
declaration that they had done all  
within their power to help its members.  
Hence the irritation they felt at the  
wholly groundless accusations made  
against the capacity or the integrity of  
their several department representa-  
tives.

England Mutual; Frederick Freyling-  
huysen, president Mutual Benefit; Fred  
A. Howland, president National Life of  
Vermont; Darwin P. Kingsley, presi-  
dent New York Life, and Charles A.  
Peabody, president Mutual Life.

Among the resolutions adopted were  
the following:

Resolved, That the general principle  
governing the investment of life insur-  
ance funds should be security first and  
then interest return. We, therefore,  
recognize the propriety of existing leg-  
islation regulating the character of in-  
vestments for life insurance companies;  
and further

Resolved, That while, so far as con-  
sistent with these principles, considera-  
tion should be given in making invest-  
ments to the needs of government, of  
the public and of the various localities  
where policyholders reside, we are  
nevertheless opposed to any legislation  
having for its object the compulsory in-  
vestment of life insurance funds in any  
particular class of securities or in any  
particular locality.

Resolved, That this association un-  
qualifiedly subscribes to the principle of  
private ownership of railroads and be-  
lieves that with the credit afforded by  
recent federal legislation, adequately se-  
cured bonds of efficiently managed rail-  
roads constitute attractive and reliable  
investments.

Resolved, That on behalf of the insti-  
tution of life insurance this association  
extends to the 7,000,000 new policyhold-  
ers in American companies, who have  
been enrolled during the current year,  
the most hearty and appreciative con-  
gratulations upon the high moral pur-  
pose and disinterested spirit of self-  
sacrifice which has prompted their  
timely adoption of its cooperative prin-  
ciples in the practice of systematic and  
consistent saving for the protection of  
their families and dependents.

Resolved, That the highest efficiency  
and maximum of service to policyholders  
is possible only through the cooperation  
of thoroughly competent and trust-  
worthy agents, and that the responsi-  
bility for the ascertainment of trust-  
worthiness and for the development of  
competency should rest upon the com-  
pany by whom the agent is selected and  
equipped as its representative before the  
insuring public.

## LIFE MEN ALARMED OVER HEARST SCHEME

Big Publisher Is Advocating the  
Nationalization of All  
Insurance

## APPEALS TO PREJUDICE

Syndicate of Publications Is Casting  
About for an Issue to Create  
Thunder

Life insurance men in general are  
very much aroused over the proposed  
program of the Hearst publications to  
start a systematic campaign for the na-  
tionalization of insurance. The recent  
editorial in the San Francisco "Ex-  
aminer" is said to have been a "feeler"  
that will be followed in a well-worked-  
up series of editorials, news features and  
special articles. It is said that the  
Hearst publications have been having an  
investigation made throughout the  
country, gathering material favorable  
to the government taking over this  
great business.

The Hearst publications are said to be  
casting about for a popular issue to ad-  
vocate. Among the four or five that  
are being seriously considered is the  
nationalization of insurance. The  
easiest line of resistance will be state  
workmen's compensation insurance and  
from that the people may be led gradu-  
ally into the nationalization of life insur-  
ance and other lines.

### Appeal to Class Prejudice

The Hearst people appeal to hun-  
dreds of thousands of readers who are  
susceptible to sophistry and arguments  
for schemes that are supposed to be for  
the benefit of the common people. In  
the editorial in the San Francisco "Ex-  
aminer" the claim was made that those  
who carry government life insurance  
are highly pleased with it because of  
the lack of red tape. This brings a  
laugh to insurance men. The "Ex-  
aminer" declared that few claims are  
paid by a private company without  
much circumvolution. In other words,  
Hearst leaves the impression that the  
life companies in settling claims make  
it just as hard as possible for the bene-  
ficiary or claimant.

### Says Danger Is Near

At the recent meeting of the Illinois  
Insurance Federation, J. C. Adderly,  
president of the Integrity Mutual  
Casualty of Chicago, called particular  
attention to this menace because of the  
power of the Hearst publications. He  
said that he had it on the very best  
authority that the Hearst people were  
soon to come out with a broadside clear  
across the continent. The Hearst line-  
up includes the San Francisco "Ex-  
aminer," Los Angeles "Examiner,"  
Chicago "Herald and Examiner," Chi-  
cago "American," New York "Journal,"  
New York "Examiner," Boston "Ameri-  
can," "Hearst's Magazine," the "Cos-  
mopolitan," the International News  
Service and the International Feature  
Service.

A life company official said the other  
day, "Our life insurance folks should  
not sit supinely back and think that they  
are safe. It is up to them to cooperate  
with the Insurance Federation, and the  
fire and casualty organizations, in the  
endeavor to stop any propaganda in  
favor of the nationalization of insur-  
ance. In the San Francisco 'Examiner'  
Mr. Hearst made a special attack on life  
insurance. He left the impression that  
the government plan followed during  
the war is giving the utmost satisfac-  
tion. We should all be aroused to this  
great danger that is right at our door."

# Public Life Insurance Company

Incorporated As a Stock Company Under The Laws of the State of Illinois

## Capital, \$500,000.00

Ordinary and Industrial Insurance Issued  
at All Ages From One to Seventy

ALFRED CLOVER

General Manager, Chairman Board of Directors

LOUIS NAROWETZ, President

J. W. SINGLETON, Secretary

WILLIAM SCHAARE, M. D.

Chairman of the Medical Board

HOME OFFICE:

108 South La Salle Street

CHICAGO

ILLINOIS

## Great Opportunity in Indiana

The Franklin Life Insurance Company has just entered Indiana and has some excellent openings there for General Agents. Contracts direct with the Company.

The Franklin is making phenomenal progress, having reached the \$100,000,-000 mark May 1st.

For information write the Home Office.

Springfield, Ill.

## H. T. Miller Sees "Whale of a Business" In 1921; Gives Good Advice to Salesmen

MINNEAPOLIS, MINN., Dec. 14.—Despite a 30 percent falling off in business in November, H. T. Miller, agency director of the New York Life, predicts a "whale of a business" for 1921.

Mr. Miller said that up to November 1 of this year the business of his agency showed a 45 percent increase over the corresponding period for last year. This percentage dropped 30 percent, however, in November.

### Reasons for Optimism

"Business will pick up a little this month," he said, "more in January, more in February and after that things will commence to hum. I do not think I am just imagining things either, when I say we will have a big business next year, as I have reasons for what I am saying. In the first place, Minnesota has a wonderful road building program for the year. The state is going to spend millions for good roads, \$20,000,000, I believe, the figure is, or more than ever spent before. My district covers 32 counties in the state and naturally I expect to reap some of the benefits. The building of the roads will mean just so much employment for men who need it, just so much money paid out and just so much more insurance.

### Sees Heavy Building Program

"In addition to all that anyone who knows how building matters were held in abeyance throughout the northwest during the entire war knows that the building program for the next five years will be unusually heavy, not only in the northwest, but throughout the entire country. There has got to be a lot of building and when it starts there will be no stopping for a long, long time. Despite the unusually high prices there has been considerable building in and around Minneapolis and now that there is a falling market there is bound to be a whole lot more building soon as weather conditions permit.

### Railroad Improvements Due

"That isn't all, however, for the railroads have been holding off, too, and they undoubtedly now are laying plans for improvement work in all sections of the country. I don't believe in taking a gloomy view of things when business falls off a bit. The November slump was only natural, had to be in fact, as the farmers were holding their crops and the banks were hanging onto their money. A banker naturally is cautious and should be as he deals in a commodity that everybody wants.

"If you don't believe I'm confident of the future, just take a look at our office space. We've just added three rooms which gives us the entire right

wing of the third floor of the New York Life building. We also have two-thirds of the front row of offices."

### Sends Out "Speed Up" Letter

Mr. Miller recently sent out a speed-up letter to the members of the Minneapolis branch and Samuel O. Buckner, inspector of agencies, immediately adopted it and sent it throughout the entire northwestern department. The letter follows in part:

"You may recall that we suggested sometime ago—many times in fact—that you make hay while the sun shines, that you take advantage of the golden days for life insurance, and that you work harder than ever before so as to build up a big surplus and prepare yourself for the day when business would become just normal again. Some

### H. T. MILLER'S HINTS TO LIFE SALESMEN

Speed counts right now.

The period of wild, foolish spending is coming to an end and now is our time to rise up on our toes and preach the gospel of life insurance as we have never preached it before. Now is your chance to force people to buy legitimate life insurance in place of all the foolish things they were buying.

You have nothing to worry about insofar as prices are concerned nor of stocks or manufacturing difficulties. Our "factory" never closes. We can turn out goods as fast as you can sell them and our prices remain level.

This is no time to waste in your office or at your desk. Every moment in the office means a lost opportunity to make a sale. If you get a hard luck story one place, be quick to get another prospect.

of you profited by the suggestion, but others took it easy merely because it was the easiest way. Life insurance is in good repute. It has not been guilty of profiteering. There is nothing against its record. The need for it is greater now than ever before. If death occurs on a falling market a greater volume of insurance is needed to protect the estate.

### "Factory" Never Closes

"In other periods of business depression life insurance has not suffered. In fact, those engaged in the business were extremely fortunate. Our 'factory' never closes. We are never 'thrown out of work.' If we work 'half time' it is of our own choosing. Our 'wages' are not and will not be reduced. Up in the great northwest we will not feel the depression like they do in the eastern manufacturing centers. Let us, therefore, pat ourselves on the back and go to work. We must see more people daily. We must be more earnest, more determined. The present depression is only temporary. It had to come and we may as well have it now and get it done with. If people economize in December they will have more money to spend for life insurance later. The period of wild, foolish spending is coming to an end, and now it's our time to rise up on our toes and preach the gospel of life insurance as we have never preached it before. Now is your chance to force people to buy legitimate life insurance in place of all the foolish things they were buying. Now is your chance to show your strength as a life insurance salesman.

"Please remember that you have nothing to worry about insofar as

(CONTINUED ON PAGE 17)



H. T. MILLER



## S A L E S M E N

## Not Order Takers

will be needed in the Life Insurance Business from now on. There is just as much business to be had as ever but it will take work to get it. These are the sentiments we hear on every hand.

## THE OHIO NATIONAL LIFE

welcomes this return to normal conditions. Nothing will stop its onward progress. It will do a larger business in 1921 than in 1920.

And This Year Is a Record Breaker

There's a reason. The company has financial strength, but it has greater strength in the personnel of its field staff and the spirit of its organization.

Do you want to meet the changing and more difficult conditions of 1921 as part of a company and organization that is imbued with confidence in its strength?

A few general agency Contracts are still open in

OHIO  
TENNESSEE

WEST VIRGINIA  
KANSAS

KENTUCKY  
NEBRASKA

Address in confidence if desired

T. W. Appleby, Secretary-Agency Manager, Cincinnati,  
Albert Bettinger, President.

## TREATMENT OF SUBSTANDARD RISKS

Final Observation in the Series of Studies by Arthur Hunter, Chief Actuary of the New York Life

**A**RTHUR HUNTER, chief actuary of the New York Life, concludes his very valuable observations on the treatment of underaverage risks. Mr. Hunter, in his final paper, says:

### Rheumatism—Lumbago

There are two distinct types of rheumatism which will be considered, (a) muscular, (b) acute articular or inflammatory. Either of these may be temporary or chronic.

Muscular Rheumatism—Unless the muscular rheumatism is severe or frequent and long continued the applicant is not treated as an underaverage risk.

Acute Articular Rheumatism—The combined experience of the life insurance companies shows that policyholders who had had an attack of rheumatism within five years of the date of application were subject to an extra mortality of 20 percent. The death rate from heart disease among those who gave a history of rheumatism was greatly above the normal, especially at the younger ages where it was three times as high as ordinarily occurs.

#### Practice of the Company

The practice of the company is to pay little attention to an attack of rheumatism more than five years prior to application and to advance the age slightly if the attack occurred within a

year. If more than a year but less than five years have elapsed since the attack the majority of the policies are issued at the regular rates of premium provided the applicant is a first-class risk. Incidentally, it may be mentioned, that according to the company's statistics, a heart murmur found after an attack of rheumatism is more serious than one without that record.

Lumbago—An ordinary attack of lumbago is disregarded by the company, but if severe an advance in age may be charged depending on the severity and length of the attack.

### Underweight

Even though the number of applicants rated up on account of underweight alone is very small, it seems desirable to say a few words on this subject. The following brief table shows the extra mortality among underweight men of medium height at the younger ages:

### EXTRA MORTALITY DUE TO UNDERWEIGHT AMONG MEN OF MEDIUM HEIGHT

Ages at Issue of Policy	Percentage of Underweight		
	10%	20%	30%
20	10%	25%	40%
25	5	15	30
30	0	10	20
35	0	5	15

#### Effect at Younger Ages

It will be noticed that underweight is of greatest significance at the younger ages. After middle life a moderate degree of underweight is desirable. Indeed, the best mortality has been experienced by the companies among the elderly applicants who are distinctly underweight, the middle-aged applicants who are about, or slightly below the average weight, and the young applicants who are slightly above the average weight. The best weight, therefore, from the standpoint of the lowest mortality is not the average weight. It is probable that in many cases underweight is a symptom of low vitality or of under-nourishment while in others it is an inheritance. The weight, therefore, in any individual case may not actually affect the mortality, but may be an indication of conditions which result in a higher mortality on the average than the normal.

The tall men have a higher, and the short men a lower mortality than shown in the table.

The extra mortality among underweights is principally due to consumption. Young men, therefore, who are distinctly underweight should endeavor to increase their weight, and should take other precautions against consumption, such as sleeping out of doors and living in the open air as much as possible.

### Other Impediments

#### Asthma

The life insurance companies had an extra mortality of 23 percent among policyholders with a history of one or more attacks of asthma within two years of application. At the older ages this trouble is more significant than at the younger ages.

The practice of the company is to disregard a mild occasional attack and to charge an advance in age equivalent to about 50 percent extra mortality for frequent attacks of moderate severity or occasional severe attacks. If, however, three years have elapsed without attacks, although previously they may have been severe or have occurred frequently, the company disregards the history.

#### Middle Ear Disease

Discharge of pus from the middle ear is usually known as suppurative middle ear disease, otorrhoea, or otitis media. Our experience has been that mild attacks occurring occasionally are of little importance, but if of a moderate degree occurring frequently an extra mortality of 30 percent on the average may be expected. Of course, the mortality in the latter case would depend on the severity of the disease, the nature of the discharge and its frequency. If the discharge from the ear has an offensive odor the disease is more serious.

If a mastoid operation has taken place and the applicant has entirely recovered, the history of middle ear disease is disregarded by the company.

#### Living With Consumptive Person

It is commonly recognized that there is some hazard in living in a house with a person who has consumption on account of the liability to infection. This hazard is less in the case of overweight than of underweight persons. It is also less among middle aged than among young persons. An extra premium is accordingly charged by us, depending on the age and the build of the applicant. Six months after the person sick with consumption has either died or recovered, the company

# AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.  
Established 1899

HERBERT M. WOOLLEN  
PRESIDENT



will remove the extra premium provided the insured then proves to be a first-class risk.

#### Goitre

The cause of goitre is still obscure and the information regarding its effect on longevity is meagre. The goitre may be of little moment or it may be of such a nature that a high extra mortality must be expected. If it is small, of long standing and not of a serious nature, we do not consider that it makes the applicant an underaverage risk. This is also our practice in case of operation with no symptoms of return after several years. No indication of our treatment can be given in other cases, as it depends on the size of the goitre, its growth and its nature.

#### Nervous Prostration

The life insurance companies investigated two groups of their policyholders who had had nervous prostration lasting for at least one month. An extra mortality of 19 percent was experienced among those whose attack had been less than two years before application and of 5 percent among those whose attack had been between two years and five years before application for insurance. Unless, therefore, the attack was recent and of a severe nature, the applicant is not penalized.

#### Blindness

The extra hazard in this case is principally from accident and an extra premium of \$5 per \$1,000 annually is charged to meet it. The loss of one eye is not a reason for charging an extra premium.

#### Deafness

The insurance companies experienced an extra mortality among those totally deaf of 29 percent, which was due to accident and suicide. Persons who are partially deaf are not usually considered underaverage lives, but if nearly totally deaf an advance in age may be charged. An extra premium of \$5 per \$1,000 annually is charged to deaf mutes.

#### Applicant Not Robust

There are a number of applicants described by the medical examiner as "not robust," "very pale" or "anaemic." No evidence of disease can be found. The company's experience has been unsatisfactory probably because the death rate among them from consumption is higher than the normal. In such cases an extra mortality is provided for.

#### Cancer in Family History

The company does not consider that one death from cancer among parents, brothers or sisters affects the longevity materially. Even two deaths would not make an applicant an underaverage risk if he were first-class in every other respect. This treatment indicates that we do not consider cancer as hereditary. The writer investigated (a) policyholders who had lost both parents, a parent and a brother or a sister from cancer, (b) the family history of our policyholders who died from cancer. The results, which were published in an address entitled "Is Cancer Hereditary?" showed that there was no more likelihood of a person with a family history of cancer dying from that disease than one without such a history. A few families seem to be particularly susceptible to cancer, but the evidence is against any inheritance of cancer or inherited tendency to it.

#### Conclusion

The word "statistics" is abhorrent to many individuals, as it immediately brings up a vision of hosts of figures. Statistics, however, which record the result of human efforts or experience are always of interest. Science, which may be defined as organized knowledge, is based on observation and experiment which is frequently tabulated in the form of statistics. So the scientific basis of our work is the recorded ex-

(CONTINUED ON PAGE 17)

# TALK OPTIMISM

Let's all talk optimism.

Life Insurance men of this country can wield a powerful influence on the economic thought of the hour if they will permeate their conversations about America's financial status with good cheer.

Now is the time to show our fellow countrymen the wholesome value of our confidence. Let's radiate optimism. Let's speak of the vast resources and possibilities of this great and prosperous nation.

We are naturally optimistic about ourselves because life insurance is holding steady at par and the market never needed restocking in protection more than now.



## The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Indiana

Now More Than \$155,000,000 in Force

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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### Many Insurance Gatherings

LAST week the Hotel Astor in New York City was given over very largely to the entertainment of insurance men, or those closely allied with underwriting interests. Officials of life, fire and casualty companies; fraternal organizations and inter-insurance concerns; state insurance officials, general and local agents have been holding gatherings within the building, meeting at times to consider their own particular problems and again holding general sessions when matters of common concern were under review.

All of the gatherings were national in scope, and were attended by leading underwriters from all sections of the country. A number of prominent men were present from California; others came from the far northwest, the south and the southwest, and from practically

every state in the east and west. The variety of subjects treated at one or the other of the many conferences ranged from general taxation by the federal government, dealt with by NICHOLAS LONGWORTH, member of the House of Representatives, in a thoughtful address delivered before the ASSOCIATION OF LIFE INSURANCE PRESIDENTS, to the best method of reducing the fire losses of the land, considered by members of the FIRE MARSHALS' ASSOCIATION OF NORTH AMERICA.

The gatherings were distinctly helpful in that they served to bring members of the underwriting fraternity of the different schools into closer relation with one another and emphasized the need for a common association upon which all could unite.

### Going to the Legislature

SENATOR JOHN DAILEY of Peoria, Ill., gave the insurance people something to think about in his address at the banquet given by the ILLINOIS ASSOCIATION OF INSURANCE AGENTS. Senator DAILEY is a friend of the insurance men and hence he talked freely and frankly with them. He deprecated very much the attempt to settle trade controversies through legislation. He said that legislators and the people at large are very apt to put the wrong construction on what is being attempted. In his opinion the people need a "rest cure," to use his own language, from legislation. There is too much being done in the way of legislation today and he feels that the insurance people should keep out of it just as far as possible.

He pointed out some of the dangers confronting business people in the way of state socialism. He is in favor of letting business alone so long as it behaves itself. The least it is interfered

with the better. Business interests must do the fair thing and play a square game with the public. When they do this he sees no reason for trying to interfere or disturb their activities. Insurance controversies between companies and agents, between agents themselves or between companies should be settled outside of legislative halls. When legislation is attempted it may go wrong. Senator DAILEY believes that there is a proper forum for the adjustment of grievances and trade controversies. They should never come to the legislature, in his opinion.

We believe that Senator DAILEY has expressed some very sound sentiments and that we all should champion a course of this kind. We are too apt to try to restrict occupations and attempt to keep activities in certain channels and guide the other fellow, not thinking what the ultimate outcome of efforts of that sort may be.

### Labor and Life Insurance

THE efficiency of labor is increasing, living costs are going down with a bang and wages are keeping up; in other words, conditions are becoming normal. When wage earners were given shorter hours and higher pay it was done on the theory that a higher standard of living combined with shorter hours would so increase their capacity that the change would work an economic betterment. It is true that for a time labor did not look at the matter in this light; production was lost sight of and the principle of quid pro quo forgotten. Now the reports from many and varied sources are that the efficiency of labor is increasing. No

move to reduce wages is noticeable in any quarter. The decrease in costs made possible by the higher productivity of labor is the outstanding fact.

Life insurance men should profit more than all others from this new economic condition, largely the outgrowth of the world war and the social upheaval. Every working man is now able to buy an ordinary policy of considerable amount. Of course he may buy a Ford, or even a Buick, and spend his life insurance premiums for gasoline, but it will be better for his family and will make a better citizen of him if the life insurance salesman wins out over the automobile salesman.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

President M. E. O'Brien of the Detroit Life announces plans for the celebration of the tenth anniversary of this company. The first insurance policy was issued in January, 1911, to J. C. Kirkpatrick of Escanaba, Mich.

The Detroit Life, Dec. 1, had insurance in force, \$21,299,080; gross assets, \$1,754,121, with reserves of \$1,488,755. Despite general business conditions, which were anything but favorable throughout Michigan during November, the agents had a production of new business of \$756,000. The record for new business in 1920 is the best in the history of the company, being \$8,748,950. Up to the first of December, this company confined its operations entirely within Michigan.

J. Henry Johnson, general agent of the National Life of Vermont at Oklahoma City, is very busy these days, he being county chairman of the Christmas seal sale. Other insurance men in Oklahoma City are also taking an active part in this campaign.

Leslie K. Arrington, who has resigned as insurance commissioner of Tennessee to take charge of Tennessee territory for James S. Kemper & Co. of Chicago, the mutual insurance house, will have a big string of fire and casual Club building in Nashville and will represent the Lumbermen's Mutual Casualty of Chicago, the Central Manual mutuals to represent. Mr. Arrington will be located in the Commercial Mutual Fire of Van Wert, O.; Lumbermen's Mutual of Mansfield, O.; Mill Owners' Mutual Fire of Des Moines and other associated mutual companies for which James S. Kemper acts as western manager.

Albert E. Smith, an employee of the New York insurance department for the past 12 years, and since 1913 chief examiner of life companies, is now comptroller of the Security Mutual Life of Binghamton, N. Y., having been so elected at a recent meeting of the company's directors. During his service with the state department, Mr. Smith not only examined all of the great life companies of New York, and of a number of other states, but was abroad several times investigating the foreign branches of several American life institutions there operating. Hence he has an intimate acquaintance with the practices of life underwriting companies in many parts of the world. The Security Mutual Life has installed a new system of accountancy designed to simplify the work, and this will be under the immediate supervision of Comptroller Smith.

Superintendent of Agencies A. M. Hopkins has just returned from a trip to the southern agencies of the Philadelphia Life. He asserts that business conditions are not nearly as unsatisfactory as has been made to appear. North Carolina and other Southern states, by diversified crops and industries, have become self-sustaining and independent of international trade conditions.

Walter L. Payne will become an active executive officer of the Federal Reserve Life of Kansas City, Kan., when he retires as state treasurer of Kansas next month. Mr. Payne was one of the organizers of the company, but has not participated in its management during the time he has been state treasurer.

Life companies in which Angus O. Swink, Virginia manager for the Atlantic Life, is insured to the extent of \$250,000, have cause to congratulate themselves that he was not killed when his automobile was run down last week by a street car which had got beyond

control of the motorman and plunged down a steep hill in Richmond, overtaking Mr. Swink near the foot and sweeping him along on the fender for a distance of nearly half a block. Although the auto was put completely out of commission and all the glass was smashed, Mr. Swink was pulled practically unhurt from the wreckage. Thomas P. Reynolds, Virginia manager for the Prudential, who had been given a lift by Mr. Swink on his way down town to his office, had alighted a short distance up the street from the scene of the smash and thus escaped figuring in it. He is still congratulating himself at his good fortune and narrow escape.

G. F. Murrell of Pittsburgh is the first member of the Bankers Life of Des Moines sales force to pay for \$1,000,000 of business for 1920. He made the million dollar mark Dec. 1 and is still going. Mr. Murrell's achievement is especially notable because of the fact that, in addition to his work as a big personal producer, he is manager of the Clarke & Murrell agency for the Bankers Life, which ranks second among all the agencies of the company, with a total of over \$4,000,000 of paid for business for the first eleven months of the year.

The engagement of James Hubbell of Des Moines, son of Fred C. Hubbell and grandson of F. M. Hubbell, to Miss Harriet Cox of Sacramento, Cal., is announced. Young Hubbell is one of the popular young men of Des Moines and is a member of the Hubbell family, long identified with the Equitable of Iowa, which the elder Hubbell founded. James is a noted golf player and has stood at the top of Iowa golfers in numerous tournaments.

Valentine Howell, assistant actuary of the Equitable Life of Iowa since June, 1919, who resigned to become assistant actuary of the Guardian Life of New York, is one of the coming young actuaries of the country. He graduated from the University of Pennsylvania in 1914 and then entered the service of the Prudential. He remained with that company until he became assistant actuary of the Equitable of Iowa. In the fall of 1917 he was loaned by the Prudential to the war department in order that he could assist in the organization of the statistical department of the Bureau of War Risk Insurance. Mr. Howell is a fellow of the Actuarial Society of America. He passed the strict examination requirements to admit him to the society within three years. After he had qualified it was necessary for him to wait for a year before he obtained the minimum age for admission to the society.

Jacob S. Bahr & Son of Philadelphia, who have offices at Reading and Pottstown, Pa., and New York City, have gotten out a book entitled "Cyclopedia of Protection," being for use of their prospects and clients. It takes up life insurance and in a very clear and understandable way shows its adaptation to family protection, business, protection of the estates, college and church endowments. Then it gives explanations of different kinds of policies and some of the main provisions.

William W. Bradshaw, junior member of the firm of Ratliff & Bradshaw, Mississippi managers for the Jefferson Standard Life, died at his home in Clarksdale, Miss., Dec. 12, after suffering for more than 12 months from a malady which had seemed almost hopeless from the start.

He is survived by his wife, Rosa Collins Bradshaw, one son, Frederick W. Bradshaw, and two brothers, E. H. Bradshaw of Jackson, Miss., and R. L. Bradshaw of Meridian. The former is a well-known insurance man. He repre-



1894—1920  
THE  
**STATE LIFE**  
**INSURANCE COMPANY**  
INDIANAPOLIS

ALMOST  
**NINETEEN MILLION DOLLARS IN SECURITIES**

(\$18,458,500.00)

Deposited with the Auditor of State for the Sole Protection of Policyholders  
More than \$1,750,000.00 Above the Amount Required by Law

PROGRESSIVE      CONSERVATIVE      "FLU" PROOF  
**The Growth of Oak—The Solidity of Granite**

On Agency Matters Address, CHARLES F. COFFIN, Vice-President

# Mutual Life of Illinois

HOME OFFICE

SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

## A Company of Service

*Service to Policy Holders*

*Service to Agents*

*Service to the Public*

Operators under the "Famous" Registration Act which requires the  
reserve on every policy issued to be deposited and held in  
Trust by the Insurance Department of the State

*Live Up-to-Date Policies*

*Ordinary Life*

*Limited Payment and Endowments*

A few good openings for good live producers in Illinois. Correspondence Invited

H. B. HILL, President

G. C. ROCKWOOD, Vice-Pres.

DR. J. R. NEAL, Sec.

sents the Phoenix Mutual and does a general fire insurance and bonding business.

The deceased was born at Summit, Miss., on Feb. 1, 1880, and was therefore in the forty-first year of his age.

Mr. Bradshaw's first insurance connection was with the Prudential at Summit, Miss., some 15 years ago. Later he represented the National Life in Kentucky, and in Mississippi represented the Mutual Life. About 12 years ago he gave up the insurance business to go to New York, where he lived for five years, having been connected with the Rosalind Realty Company of New York City. Upon his return to Mississippi, he contracted with Ratliff & Gunter, then state agents for the Penn Mutual Life, and this formed the beginning of his friendship for W. D. Ratliff, senior member of the firm of Ratliff & Bradshaw. The contract with the Jefferson Standard dates June 1, 1917, during which time Mr. Bradshaw has made for himself the name of one of the greatest life underwriters in the south.

The Midland Life of Kansas City announces the appointment of A. D. Young as assistant secretary and auditor of the company. He will have charge of the entire clerical force of the company in its home office.

#### Fishback's Rule on Unpaid Premiums

Commissioner Fishback of Washington has announced that he will class as rebating the carrying of unpaid premiums for an undue length of time without interest. He holds that premiums should be paid not less than 60 days from the date the policy becomes effective and if not so paid the policy must be cancelled or interest must be charged and collected from and after the 60-day limit. The rate of interest in the case of life insurance companies shall be not less than the rate specified in the policy for advances made.

## DAKOTANS OPTIMISTIC

### STRESS NECESSITY FOR WORK

#### Sioux Falls Life Underwriters Expect Financial Stringency to Speed Up Producers

In spite of credit restrictions, which are only the natural results of currency expansion during the war period, the life insurance man who is not an optimist today is dead in his shell, or else lacks common sense powers of discernment, Congressman C. A. Christopherson told members of the South Dakota Life Underwriters' Association at the November meeting of that body at Sioux Falls. Men may say that the readjustment period following the world war is analogous to other such times, but it is not, the congressman said. Never before in history has the world faced so complicated a task of getting back to a normal basis, in commerce, manufacture, or even in the social sphere of the race.

#### Only Settling Down Process

"The present condition," asserted Mr. Christopherson, who is recognized as an authority on commercial topics, "is but the settling down process following the three-billion dollar currency expansion and the somewhat extreme credit laxity which prevailed in this country. We should have expected it, for it was only a natural effect of a cause. There is, I feel, nothing to fear from the position in which we find ourselves. I am not overlooking its gravity, but I feel that from this thing will come the substantial times which we all desire. If we keep cool, use good sense and keep hard at work, things are going to come out all right."

The entire program of the gathering

of the South Dakota men was woven around the theme of optimism and good feeling, and over double the usual attendance resulted.

#### Older Men Give Experiences

"Past Financial Stringencies and How I Weathered Them" was discussed by John Mallaney, general agent for the Northwestern Mutual, and West Babcock of the Mutual Benefit. Both men pointed out the dismal days of early life insurance writing. Mr. Mallaney described the difficulty of pioneer times, when policies had no loan or cash value, when the farmer's note was an uncertain thing. He emphasized the advantages the present day life man has compared to past times, and enthused his hearers by his hopeful words.

"The present depression," declared Mr. Babcock, "is absolutely a land of roses compared to some other times in the country's past, when there was not merely a financial stringency, but a complete demoralization of business in all lines. We have not approached close to those conditions, and I don't think we shall approach them."

"Something else: We life insurance men need to learn one deep lesson, a lesson which most have not learned, and that is work. Few of you fellows work hard and continuously. I'll tell you what I learned by hard experience when I was selling insurance in Minnesota years ago. Times were bad—yes, worse than that. I saw that I had to 'dig in' as I never had before, and to tell you all in a few words, I made more money and saved more money in that two-year period than in any other similar length period in my life. God knows it wasn't easy, but I had to work, and I never will forget what it taught me."

#### Speakers "Fess Up"

"Why I Am an Optimist" was discussed by four men. John K. Cressey, Sioux Falls agency manager of the Mutual Life, defined a pessimist as one who wears both suspenders and a belt, and an optimist as a South Dakota man who still carries a corkscrew on his key-ring. "I am an optimist," said Mr. Cressey, "because my agents are optimists every time I see them, because my men still work every day; because I know there are

many, many persons in Sioux Falls and South Dakota who ought to buy insurance right now, and who can buy it if they want it; because things never get so bad they couldn't be worse; because I know the grandeur of the life agent's work and service, and hence I know that such a work is bound to stand up, and to move forward."

#### Work Is Solution

"If every life insurance man in the land were 'broke' and hungry, tomorrow would see the biggest number of 'apps' roll in, in the history of life insurance," declared A. E. Nickelson of the Bankers Life, "and I want to see some of you fellows, both in my agency and some others here buckle down and do some man-size labor once in producing business. Business can be written right now, and is being written, by the hard workers, and if you or I don't get his share, it's the fault of the man himself, nobody else is to blame."

#### Marthens Federation Leader

E. A. Marthens of Milwaukee, heading the life underwriters' section of the organization movement for the Wisconsin Insurance Federation, will call another meeting of the main committee to be held during the next few days when all the forces entered into the proposition will report on progress in the effort to interest actively the 8,000 licensed insurance men of the state. L. H. Armstrong, Travelers, heads the casualty group; Emmett Hicks, Oshkosh, the fraternal group.

Mr. Marthens was appointed to head the life end of the preliminary campaign, but his organizing ability is also being called on in the general work.

Manford W. McMillan, president of the Milwaukee Association of Life Underwriters, is very actively supporting the campaign in his city.

#### Increase in North Dakota

Life insurance companies operating in North Dakota showed an increase in the amount of business in force from \$142,469,322.46 in 1918 to \$191,945,316.52 in 1919, according to the annual report of Commissioner Olsness.

# BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets - . . . . \$17,800,000.00

NELIGH, NEBRASKA, October 16, 1920.

Bankers Life Insurance Company,  
Lincoln, Nebraska

GENTLEMEN: I am this day in receipt of your check for \$684.00 which is the surplus earned on my policy No. 7637 in the amount of \$2,000.00 on the twenty payment life plan and paid up, at this time.

This policy which I now hold being fully paid up, I will receive dividends annually. I wish at this time to thank you for this fine settlement and feel that I can honestly recommend the Bankers Life to those in need of Life Insurance.

Yours truly,  
CHARLES F. CORBY

If interested in an agency or policy contract write Home Office, Lincoln, Nebraska

## TWENTY PAYMENT LIFE POLICY

Matured in the

OLD LINE BANKERS LIFE INSURANCE  
COMPANY

of Lincoln, Nebraska

Name of insured . . . . . Chas. F. Corby  
Residence . . . . . Neligh, Nebr.  
Amount of policy . . . . . \$2,000.00  
Total premiums paid . . . . . 1,244.00

### SETTLEMENT

Total cash paid Mr. Corby . . . . . \$684.00  
And a Paid Up Participating Policy  
for . . . . . \$2,000.00



## GROWTH OF CANADIAN LIFE OFFICES

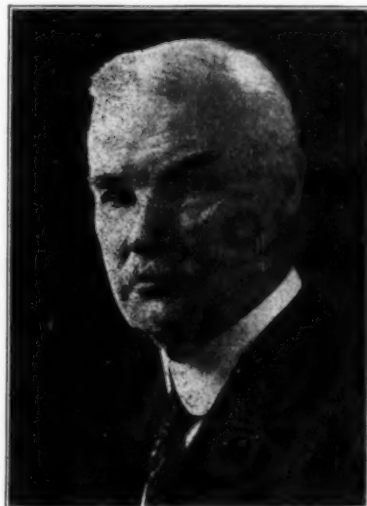
President T. B. Macaulay of Sun Life of Canada Gives Life Presidents an Interesting Review of Their Development

**A**N INTERESTING review of the development of life insurance in Canada was given at the life presidents' meeting in New York last week by T. B. Macaulay, president and managing director of the Sun Life of Canada. He reviewed at some length the history of the leading companies of the Dominion, stating that 34 companies have at various times been licensed, but in the course of years nine have reinsured or amalgamated and one has liquidated. He added that it is a matter of some pride to Canadians that no person has ever lost a dollar through the failure of any Canadian life office. The growth of the Canadian companies was shown by the table showing insurance in force and also by these figures on their assets and premiums:

Year.	Total Assets.	Total Premiums.
1879 .....	\$ 5,303,219	\$ 919,345
1889 .....	18,735,212	4,459,595
1899 .....	53,755,206	9,256,569
1909 .....	153,790,291	24,236,724
1919 .....	376,476,890	66,953,436

### Services to Government

He referred to the service which they were able to render to the government



T. B. MACAULAY  
President Sun Life of Canada

during the war, not only through their subscriptions to war loans, totalling \$235,114,150, the amount actually allotted to the companies and taken by them being \$182,538,350, but also in establishing public confidence by taking the initiative in these subscriptions. Continuing further he said:

"It is in times of unusual distress resulting from some great calamity that the benefits of life assurance are most forcibly brought home to people. We have just passed through one of the most trying periods that the world has ever experienced, that of the war, and the subsequent influenza epidemic. These two great calamities, the second,

however, resulting directly from the first, have put life assurance to a severe test.

"The war claims which fell in under Canadian policies totalled \$20,353,638, and the influenza claims \$12,695,902, a total of \$33,049,540, a large sum for Canada. All of these claims may for practical purposes be regarded as extraordinary losses, not contemplated in the original premiums, but the companies have stood the strain in a way that has surprised themselves. No more striking proof could have been given of the soundness of the foundation on which the business rests. The widespread distribution of the claims, and the confidence thus created, have done more to popularize life assurance than any amount of advertising propaganda along the usual lines could have done."

### Activities in Other Fields

Of their activities outside of the Dominion he said:

"The limitations imposed by the comparative smallness of our population have been felt, and other parts of the Empire and the United States and foreign fields have proved attractive. The Sun Life was the first Canadian office to venture abroad, taking that step in 1879. For over ten years it was alone in having outside branches, but it was then followed by the Canada, North American, Manufacturers, Confederation, and others. Ten of our companies are now doing business beyond the limits of the Dominion. These outside agencies extend to many parts of the world. With the exception of Australia and New Zealand there is hardly a part of the British Empire in which one or more of the Canadian companies is not operating, and the same may be said of the West Indies and the Spanish-speaking countries of South America. The partial withdrawal of the American companies from foreign business as a result of the Armstrong legislation has left the field more open to the Canadian offices, which are gradually taking their place as the international life assurance institutions of the world.

"When speaking of foreign business, we do not include in that category the branches within the United States. It is not in our hearts to speak of our American friends, even in business arrangements, as foreigners. We look on you merely as our brothers who have set up business on your own account, while we prefer to stay in partnership with the old firm. Such business independence, however, does not destroy the family relationship. Five Canadian companies have such non-foreign branches in one or more of the American States, the total American territory thus reached being ten States and three dependencies.

"The total business in force in Canadian companies outside of Canada is now (1920) approximately \$350,000,000.

"The industrial business in force amounts (1920) to about \$300,000,000, and is divided between the Metropolitan, Prudential and London Life."

### LIFE INSURANCE IN FORCE IN CANADA Ordinary and Industrial Combined

At End of	Canadian Companies	% of Total	American Companies	% of Total	British Companies	% of Total	Total	Approximate Population of Canada	Insurance per head
1869.....	\$ 5,476,358	15	\$13,885,219	39	\$16,318,475	46	\$ 35,680,082	3,386,000	\$11
1879.....	33,246,513	38	33,616,330	39	19,410,829	23	86,273,702	4,157,000	21
1889.....	125,125,692	54	76,349,392	33	30,488,618	13	231,963,702	4,700,000	49
1899.....	252,201,716	62	113,943,209	28	38,025,948	9	404,170,873	5,235,000	77
1909.....	515,415,437	66	217,956,351	28	46,985,192	6	780,356,980	6,745,000	116
1919.....	1,362,631,562	62	758,297,691	35	66,908,064	3	2,187,837,317	8,300,000	264

## The Test of Service

The ultimate success of a life insurance company depends upon what those who have bought its policies in the past think of the service they have received. The Massachusetts Mutual passes this test with flying colors. Over \$45,000,000, or 35%, of the business delivered last year was on the lives of men and women already insured in the Company.

**JOSEPH C. BEHAN, Superintendent of Agencies**  
**Massachusetts Mutual Life Insurance Company**  
Springfield, Massachusetts.  
Incorporated 1851

## WANTED

A General Agent for Cincinnati

By

**THE MIDLAND MUTUAL LIFE INSURANCE COMPANY**  
of Columbus, Ohio

Look up the record of this Company, then write the Secretary for particulars. Here's a life-time opportunity for the qualified man willing to work.

## Great Republic Life Insurance Company

LOS ANGELES, CALIFORNIA

Capital, \$500,000

Fully Paid

GREAT OPPORTUNITY FOR LIVE MEN

H. S. BRIDGEWATER  
325-331 Title Guaranty Bldg.,  
St. Louis, Missouri  
Mgr. Missouri and Kansas

J. R. RAILEY  
401 Dallas County State Bank Building  
Dallas, Texas  
Mgr. Texas and Oklahoma

W. H. SAVAGE, Vice-President and Agency Director

## THE FARSEEING AGENT KNOWS

that his  
abilities linked  
up with the  
policies of

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
of BOSTON, MASS.

The demon-  
strated values  
offered your  
prospect  
WILL GAIN HIS  
CONFIDENCE.

MUST WIN ALL THE TIME

## The Farmers & Bankers Life Insurance Company

Largest volume of business—Greatest amount  
of assets—Largest yearly production of any  
Kansas life insurance company. Truly it

LEADS THEM ALL IN KANSAS

Home Offices

Wichita, Kansas



## The Prudential Insurance Company of America

Forrest F. Dryden,  
President

Home Office,  
Newark, N. J.

Incorporated Under the Laws of the State of New Jersey

## THE RIGHTS OF THE INDIVIDUAL

### AND THE SAFEGUARDS OF INDIVIDUAL RIGHTS

**R**IGHTS and duties are personal. Pleasure and pain are personal. The combined rights of individuals make up the rights of nations, and the "rights" of nations sometimes clash. It was for the protection of these individual rights that Americans entered the war; it was to defend these rights that we raised vast armies, disciplined and equipped them, and sent them overseas to fight. It was for individual rights that our men fought so heroically. Their victory is a victory for individual rights.

Laws and Courts and treaties and bailiffs and armies are properly the safeguards of individual and national rights. The first law of mankind was club-law,—the law of the strongest—the law of the jungle. The ultimate law,—the law toward which Democracies are struggling,—will be the law which gives every individual his rights, harmonizing them with other men's rights.

In a Democracy men are assumed to have been born with certain inalienable rights which are protected and restrained by laws which men themselves more or less directly make and execute.

Laws are not rights; they should define rights and be their safeguard.

Apply this reasoning to Life Insurance and see how reasonable and how imperative it becomes.

The wife, who is the home-maker, and who, while making the home, loses the opportunity to earn an independent income, *has the right* to some sort of protection against the risk of her husband's death. Children *have a right* to be well brought up and well educated. These rights should be safeguarded as against the death or total disability of the husband and father. In most cases there is no safeguard except Life Insurance.

The rights of the individuals,—husband, wife and children,—are written in the policy, and are further safeguarded by the accumulations of the insuring company and by the laws under which it operates. You can't live real democracy without insuring your life.

The New York Life Insurance Company issues a Policy insuring against the risk of death or total disability. Behind each Policy is seventy-four years of experience, abundant resources, and the supervision of laws that define and maintain the rights of individuals.

**NEW YORK LIFE INSURANCE CO.**  
346 Broadway, N. Y.

**DARWIN P. KINGSLEY, President**

### Divorce Suit Follows Refusal to Insure

**A** NEW sort of penalty for the dilatory husband who neglects or refuses to insure has been brought out in a divorce case at Omaha, Neb.

Mrs. Virginia Storrs King, 18-year-old bride of four months, had been working in the office of Tukey & Hall, Omaha managers for the United States Fidelity & Guaranty for some months prior to her marriage to Fred M. King, and had come to see the value of insurance in all its forms. So, immediately upon her marriage she began talking a life policy to her husband. He was recalcitrant. He said he couldn't afford it. Then Mrs. King sued for divorce.

The husband admitted on the witness stand that it had been his refusal to take out a policy that caused the separation.

"She told me that if I didn't take out life insurance she would go home to her mother and then divorce me," he said.

"Why didn't you insure?" asked the court. "That was a reasonable request on her part, wasn't it?"

"Yes," admitted the husband, "but I couldn't afford it."

And now Mr. and Mrs. King are divorced!

### Corrected Statement of George T. Dexter's Views

NEW YORK, Dec. 10.—To the Editor: We have read in the Nov. 25 issue of THE NATIONAL UNDERWRITER the admirable report of your interview with Mr. Dexter, and it accurately states his views with one exception. Evidently his mind and the mind of the interviewer "did not meet," as the lawyers say, in the following paragraph:

"To make a general statement, I would say that life insurance production is going to decline to about 50 percent of the pre-war figures, and then gradually increase until we get back to today's basis."

The thought in Mr. Dexter's mind was that the decline would be to about "50 percent over the pre-war basis." So that if a company had then been writing \$100,000,000 a year, the decline from present production would be to about \$150,000,000 a year, instead of to \$50,000,000, as would be the case if the decline ran to 50 percent of the pre-war production. The Mutual Life is one of the greater companies, and naturally, therefore, such a statement is noted and quoted when it is printed in a journal having the wide circulation enjoyed by THE NATIONAL UNDERWRITER. Already have come queries from managers in the field, and others, as to whether or not this somewhat pessimistic paragraph accurately quotes Mr. Dexter's view. Perhaps, therefore, you will in your next issue make the necessary correction. Life insurance would be in a bad way, of course, if there should be any such decline as the quoted paragraph predicts.

STEWART ANDERSON.

Manager Literary Department.

### City Insures Artist's Life

The city of Springfield, Mass., has taken out policies aggregating \$50,000 on the hands, eyes and life of Louis Orr, famous etcher, who has been especially engaged to make a number of etchings for the marvelous group of municipal buildings which is being constructed at Springfield. Hartford underwriters say that so far as is known this is the first time the risk of anything happening to an artist has been covered by and in favor of the art patron. The policies cover the period required for executing the commission.

## The Columbian National Life Insurance Company

**ARTHUR E. CHILDS**  
PRESIDENT

Boston, Massachusetts

### Life, Accident and Health Insurance

Low Guaranteed Rates

### HOME LIFE INSURANCE CO. NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of 37,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,000.

**W. A. R. BRUEHL & SONS**  
General Managers  
Central and Southern Ohio and Northern Kentucky  
Rooms 601-606 The Fourth Nat. Bank Bldg.  
CINCINNATI, OHIO

**HOYT W. GALE**  
General Manager for Northern Ohio  
229-233 Leader-News Building  
CLEVELAND, OHIO

## The Provident Life and Trust Company of Philadelphia (Penna.)

Provident agents are selling not only protection but satisfaction.

The policyholder who matures a Provident Long Endowment is a center of Provident influence in his community.

PROTECTION + THRIFT = SATISFACTION



## NEWS OF LOCAL ASSOCIATIONS

**Milwaukee, Wis.**—Although it has made a strong record in the increase of membership campaign, the Milwaukee Association is not going to let up on further efforts in that direction. Manfred W. McMillen, president, and E. R. Gettings, secretary, are planning far ahead with programs of special interest for the monthly meetings. It is proposed to arrange for a strong series of speakers on insurance subjects, such as life underwriters, salesmanship, relations of the life underwriter with other lines of insurance, and the like. Members will be urged to bring available candidates for membership to the meetings, in order to "sample" the kind of work that is being done, and these guests then privileged to make applications for membership. The large attendance at the recent meetings, since the fall and winter season of the association opened, will very likely make it necessary to engage larger quarters for the monthly meetings. Another feature has been that the association has fitted its meeting dates to the opportunities to get good speakers and features for the meetings, rather than insist upon holding them at stated, regular occasions, although it is not planned at all to ordinarily digress from the regular schedule.

E. R. Gettings, the new secretary, who is general agent of the National Guardian Life, is one of the youngest members who has held this position, and his vigorous attention for the details connected with the association work is already gaining for him the universal commendation of the membership.

\* \* \*

**Cleveland, O.**—At the December meeting of the Cleveland Association the following resolution, designed to aid in the distribution of business among different companies, was passed:

"Moved, that the Cleveland Life Underwriters Association requests the general agents and managers to incorporate in their practice that hereafter they accept no business from regular agents except through said agent's general agent or manager."

The adoption of this ruling will be voluntary upon the general agents, but it is believed by backers of the plan that it will be practically unanimous in its adoption. Features that this plan will provide for are the doing away with the necessity for agents to be licensed in more than one company, as the general agent will actually place the outside business; make for the maximum efficiency for business for the original office of the agent who has business to place outside; making it impossible for business to be placed improperly as the general agent will always know just what outside business is being placed.

\* \* \*

**Baltimore, Md.**—Charles R. Gantz, president of Baltimore Association, at the meeting Tuesday night announced that efforts were being made to revive the Southeastern Congress, composed of the Baltimore, Washington and Richmond Associations. President Gantz stated that he was going to bring this matter up at the meeting of the Washington Association next week and that he would attempt to have a meeting of the Congress held some time in January or February. This Congress had been meeting with much success when it was forced to cease operations due to the world war. There is every indication that the next few weeks will find this association reorganized.

The following committee was appointed to take charge of the "Application a Day" week which will be held in January: Paul Clark, chairman; E. J. Becker, Gilson Blake, E. J. Schissler and Dr. H. M. Magruder. As the next regular meeting of the association will be the annual meeting with election of officers, President Gantz appointed the following nominating committee: Edwin Heisse, A. G. Goodrich and Lewis Baker.

\* \* \*

**Cedar Rapids, Ia.**—The Cedar Rapids Association is making plans for a great one day sales congress to be held Feb. 11. Strong committees have been appointed to take care of every feature of the day. At least six important talks will be given followed by a banquet in the evening. It is the intention that this shall be the first of a series of annual sales congresses to be held at different points in Iowa this year. The Cedar Rapids association is asking the cooperation of every other Iowa associa-

tion and in turn will pledge support to whatever city gets the sales congress next year. Every agent in Iowa or in territory within easy reach of Cedar Rapids is invited to attend the coming gathering. It is expected that there will be a good turn-out of company officials. J. C. Johnson, general agent of the Missouri State Life at Cedar Rapids, is general chairman of the sales congress committee. Those desiring detailed information can get in touch with Mr. Johnson at 308 Security Bank Building, Cedar Rapids.

\* \* \*

**Chicago**—The Chicago Association will hold its next meeting Monday evening, Dec. 20, at the Lumbermen's Club. The usual dinner will precede the meeting at 6 o'clock. Gordon A. Ramsey, public administrator of Cook county, will be the guest of the evening and will address the meeting. I. H. Offner of the Massachusetts Mutual will speak on "The Writing of Persisting Business." Musical entertainment will be provided.

\* \* \*

**New York City**—An illuminating address on income insurance by Charles W. Scovel of Pittsburgh featured the December meeting of the New York City association. Mr. Scovel, who has made a particular study of the subject, urged the presentation of income insurance as a means of revenue when the head winner was taken away; also to make provision for his own old age. He recommended that insurance be not mentioned in talking to the prospect, emphasis being placed upon the income to be derived from the investment. Other speakers were Lee Kukel, the playwright; Walter Hill, assistant manager at Atlanta of the Retail Credit Men's Association; the president of the Boston Life Underwriters Association and Charles Jerome Edwards. The last named outlined plans for the early inauguration in this city of a branch of the life insurance school of the Carnegie Institute of Technology.

\* \* \*

**Detroit, Mich.**—At the annual meeting of the Detroit association, Nathaniel Reese of the Provident Life & Trust was chosen president; J. Fred Lawton, Connecticut Mutual, first vice-president; M. L. Woodward, Northwestern Mutual, second vice-president; J. C. Johnson, Equitable of Iowa, secretary; Will A. Waite, Phoenix Mutual, treasurer.

\* \* \*

**Kansas City, Mo.**—The question asked by many wives of life insurance salesmen, "What do you get at these meetings?" received answer Friday evening at the first "dinner session" of the Kansas City Association. A noted speaker, Thomas F. L. Henderson, had been secured for this occasion. More than 100 men and women were present. The address was on the subject, "Salesmanship That Wins Today," and Mr. Henderson, himself formerly a life insurance salesman, applied his suggestions specifically to life insurance. Many of the ladies president commented on the greater helpfulness that they could extend to their husbands, after realizing the aims which the speaker had held up for insurance men.

\* \* \*

**Houston, Tex.**—Insurance men from all parts of Texas and Louisiana have been invited to attend the meeting of the South Texas Association here Dec. 18, at which time they will hear two of the most important discussions scheduled for the year's work, according to J. M. Minton, president of the association.

The association will be host to Orville Thorp, president of the National Association of Life Underwriters, who will deliver the "keynote" address outlining the work and purposes of the national body and showing how the local association can cooperate with it. H. E. Walker of New Orleans, state chairman for Louisiana for the National Association, will deliver an address on matters of closer cooperation and actual selling of insurance. Henry Camp Harris of Dallas, president of the North Texas Association, will discuss the work of the North Texas body and extend an invitation for the South Texas men to attend the annual sales congress at Dallas in January. Mr. Harris will tell how the membership of the North Texas association has been increased and probably will suggest a state organization of life underwriters.

President Minton declares that following the December meeting a membership campaign will be undertaken in which

## THREE RULES:

The Northwestern Mutual Life Insurance Company was the pioneer in establishing rules to protect itself and its agents against evils which demoralized the business.

For twenty-seven years it has enforced a stringent **Anti-Rebate Rule**.

For twenty-three years it has observed a **No Brokerage Rule** which prohibits the acceptance of business from, or the payment of commissions to, other than an agent of the company. Exception only is made in the case of legitimate surplus business and then only from a licensed agent of another company upon an anti-rebate agreement from him.

For more than twenty-eight years it has adhered to its present **Civil Service Rule** which provides that all appointments to general agencies shall be made from those already connected with the company and otherwise qualified.

To the literal enforcement of these rules is attributed, in large part, the success, high character and the loyalty of the agency force of

## THE NORTHWESTERN MUTUAL

L I F E



I N S U R A N C E

Milwaukee

COMPANY

Wisconsin

J. O. LUAGMAN, President

DR. ANDREW JOHNSON, Secretary

## International Life &amp; Trust Company

offers up-to-date contracts for good men.

Sohrbeck Building  
MOLINE, ILLINOIS

## Improved Disability Provision

Claim may be made as soon as disability occurs—no probationary period.

Payments begin immediately on approval of claim—no probationary period.

Monthly payments, lifelong, conditioned on permanence of disability.

Immediate waiver of future premiums—no waiting until next anniversary.

Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

## The Mutual Life Insurance Company of New York

34 Nassau Street, New York

## Eureka Life Insurance Co.

OF BALTIMORE, MD.

Incorporated under the laws of Maryland, 1882

We Issue

Standard Ordinary and Industrial Policies

JOHN C. MAGINNIS  
President

JOSHUA N. WARFIELD, Jr.  
Vice-President

JOSEPH H. LEISHEAR, Jr.  
Secretary-Treasurer

J. HOWARD IGLEHART  
Medical Director

he hopes to build up a strong organization among the insurance men at Houston, Galveston, Beaumont, Orange, Port Arthur, Corpus Christi and other South Texas cities.

\* \* \*  
Dallas, Tex.—"The Value of the Monthly Insurance Plan" was the chief topic for discussion at the regular monthly meeting of the North Texas Association this week. M. H. Wolfe, cotton broker and leader in banking and civic

circles, led the discussion. Some 40 insurance men expressed their views of monthly income policies.

Discussing the policy Mr. Wolfe said any man who leaves his estate to be administered by others invites a release of all the family skeletons and solicits heartbreaking humiliations for his loved ones, and finally may have his estate swept into the court where attorneys might get it all and the dependents get nothing. He declared that any man who

clings to his money through life will part with it at the grave and his dependents finding themselves suddenly prosperous might not save it. He thought therefore the solution lay in monthly income policies, distributed over a long period of time, and said this would enable the dependents to enjoy the income of the deceased in the regular manner.

He declared it is a man's duty to administer his own estate during his life time, and give what he has to charity while he lives. He thought that every man should lay the remainder of his money up in insurance and believed that the best policy is the monthly endowment or pay plan.

Henry Camp Harris, president of the association, and A. S. Doerr both were optimistic as to the outlook for the insurance business during the coming year and both expressed themselves as being of the opinion that the discussions of the organization are making more business for the companies through making better insurance solicitors.

The association will cooperate with the Y. M. C. A. and other organizations in observing Thrift Week in January. A committee composed of J. F. Rodgers, D. Easley Waggoner, W. A. Crow and J. Frank Montgomery was named to work out the arrangements for such cooperation.

The next monthly meeting of the association will be on Jan. 6 in connection with the annual sales congress.

\* \* \*

Indianapolis, Ind.—At the monthly meeting of the Indiana Association last Saturday, C. Fred Davis, general agent of the State Mutual, led a discussion on "Permanency of Estates." He called attention to the value of life insurance as a protection for large estates and de-

## City Manager Wanted

Our HOME OFFICE agency is open for a high grade man. Exclusive arrangements will be made and unusual cooperation extended. Full charge of organization in Sioux City (72,000 people) to be turned over to the right man. We offer an unusually fine assortment of policy contracts with various exclusive features. The Company is on THREE PER CENT, Straight Modified Preliminary Term, Non-Participating basis. We write Double Indemnity and Total Disability Agreements. The Home Office leads and real cooperation will prove invaluable both from the standpoint of organization and personal writing. A company has no better opportunity to offer than its HOME OFFICE AGENCY. If you are interested and think that your record will stand the test get in touch with us at once. Address the Home Office of

## The Conservative Life Insurance Co.

HOME OFFICE, SIOUX CITY, IOWA

B. H. SAXTON, Pres.

A. E. WILDER, Vice-Pres.

# MUTUAL TRUST LIFE INSURANCE COMPANY

## FOUR FACTORS TO SUCCESS

Interest on Mean Invested Assets . . . . .	5½%
Actual to Expected Mortality . . . . .	48 %
Ratio of Cost, New Business to First Year Premiums . . . . .	62 %
Ratio, Total Insurance Expense (less cost of new business) . . . . .	15 %

## A Conservatively Progressive Company

New Business Being Written at the rate of Thirty Millions for 1920

HOME OFFICE: 30 North La Salle Street, Chicago

## LIVE MEN CAN DOUBLE THEIR INCOME SELLING OUR

# Monthly Pension Bonds

(Copyrighted)

Under Our Service Pension Contract

## THE LA FAYETTE LIFE INSURANCE CO.

W. W. LANE, Secretary

LA FAYETTE, INDIANA

A. E. WERKHOFF, President

## PAN AMERICAN LIFE INSURANCE COMPANY

NEW ORLEANS, U. S. A.

CRAWFORD H. ELLIS, President

### THE PAN-AMERICAN WAY

IN KEEPING with the higher Ideals and Ethics of the business, the Pan-American does not seek to employ agents of other companies, but by interesting men of intelligence, character and clean record, instructing them by correspondence, and assisting them by the active co-operation of specially trained men, it has built up a field organization that is prosperous and contented.

What these agents are doing, you can do, if you have the will—the Pan-American Way is open to you.

Address: E. G. SIMMONS, Vice-President & General Manager,  
New Orleans, La.

Total Resources Dec. 31st, 1919, - over \$7,500,000.00

Insurance Issued during 1919 - over 26,000,000.00

Insurance in force Dec. 31, 1919 - over 70,000,000.00



## ACTUARIES

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CONSULTING  
ACTUARY

76 West Monroe Street  
Telephone Randolph 918  
CHICAGO, ILL.

### MARCUS GUNN

CONSULTING  
ACTUARY

29 S. La Salle St. CHICAGO  
Telephone, Randolph 7684

### FRANK J. HAIGHT

CONSULTING  
ACTUARY

810-813 Hanna-Mansur Bldg.  
INDIANAPOLIS  
Kraft Building, DES MOINES, IOWA

### JULIAN C. HARVEY

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### T. J. McCOMB

COUNSELOR AT LAW  
CONSULTING ACTUARY

Premiums, Reserves, Surrender Values,  
etc., Calculated. Valuations and Exam-  
inations Made. Policies and all Life In-  
surance Forms Prepared. The Law of  
Insurance a Specialty.  
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AND EXAMINER  
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### It does 3 things:

- ☞ Gives every Agent a Square Deal.
- ☞ Pays equal compensation for equal work.
- ☞ Affords every Agent the same opportunity for expansion and organization building.

These are *three* things which most agency contracts do *not* do. Does yours?

Ask about the Square Deal Contract

**Guardian Life**  
Insurance Company

Madison, Wisconsin

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time \$3.75.

AE

clared that if the average life salesman would devote more of his time to a careful study of the principle of life insurance as applied not only to the building up of an estate, but to life insurance as a protection against inheritance tax and expense of administering, a much larger volume of insurance would be written. He analyzed the matter of the permanency of any estate, told of the usual depreciation in the value of an estate invested in real estate through forced sale in distribution to heirs and often times to satisfy inheritance tax demands. The cost of administration, he estimated, would average fully 10 percent of the total value. The financial requirements of the government for the next few years and the necessity of enacting new federal tax measures, he predicted, would probably mean an increase rather than a decrease in federal inheritance tax rates.

Ward Hackleman, president of the association, also discussed the subject. He laid special stress upon the good features of the monthly income policy and the protection which it affords the beneficiaries from the losses due to unwise investments.

It was announced that the plans are being perfected for the sale congress which the association will hold in Indianapolis early in January. Each member will be urged to observe that week by writing at least one application a day. Seven new members were voted upon.

### WITH INDUSTRIAL MEN

#### Conservative Life News

The Conservative Life of South Bend, Ind., has appointed John Mahoney as superintendent at Elwood, Ind. He started with a company as agent in Muncie, Ind., July 12, last. The Conservative has appointed George E. Tucker as special home office inspector. He has been connected with one of the large industrial companies. F. A. Miller has been appointed superintendent of the Ft. Wayne, Ind., district.

#### Dinners for Metropolitan Men

DES MOINES, IA., Dec. 14—Twenty-six agents for the Metropolitan Life started a series of what will be monthly dinners Saturday noon, when they met at the Hotel Fort Des Moines. The meeting was in the nature of a get-together affair, combining business with pleasure.

### NEWS OF COMPANIES

**Continental Life, Kansas City, Mo.**—During the first 11 months of the year it wrote \$11,028,787 new insurance. The company is going along nicely under the guidance of John W. Cooper, its president.

**Peoples Life, Frankfort, Ind.**—The goal is set at \$20,000,000 of insurance in force by the end of 1920. It was reached, however, in nine months. The company will close the year with \$21,000,000 of insurance in force.

**Philadelphia Life**—The total business paid for during the Hopkins campaign, embracing October and November, was \$3,061,418, of which \$1,506,020 was produced in November. The business in force reached \$60,210,112 on Nov. 30.

### LIFE AGENCY CHANGES

#### Joel T. Traylor

Joel T. Traylor, general agent of the Provident Life & Trust at Indianapolis, has resigned to become sales manager of the Insurance Research & Review Service, which conducts a salesmanship course for life agents. Mr. Traylor was formerly an organizer for the National Association.

#### Charles F. Christy

The Massachusetts Mutual Life has announced that Charles F. Christy has become associated with J. Frank Yost as general agent for that company in Des Moines. Hereafter the concern will be known as Yost & Christy, general agents. Mr. Christy, who is one of



## ILLINOIS

If you live in Illinois, or want to locate there—NOW is your chance. We have some excellent territory open in which we want to place some real live men—men who will appreciate a Direct Home Office Contract with big first year Commissions and Renewals that are worth while.

We make it easy for you to sell our Policies by giving you the best policies to sell, and then showing you how to sell them. We give unlimited service to Agent and Policyholder alike.

We know you'll like our proposition. Address a letter to the Secretary today.

## Marquette Life Insurance Company

Julius M. Gass, Secretary

SPRINGFIELD

ILLINOIS

*The Marquette "Has Stood the Test"*

## QUALITY INSURANCE—CHARACTER SALESMEN

### Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper **Intestinal** Equipment, who is "Four Square" and willing to work; can make not less \$20,000.00 per year helping us to continue the breaking of all Life Insurance records. Great opportunity for the men who can qualify!! From May, 1919 to May, 1920, Twelve months—one year—we wrote Ten millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS  
TOPEKA, KANSAS

## OHIO NATIONAL LIFE INSURANCE Co.

CINCINNATI, O.

NOW is the Golden Day of Life Insurance. It is the best time to get connected with a solid company and build a foundation for the future. Good business was never so easy to get. People believe in and are buying life insurance.

The Ohio National pays agents well for their work and backs them with all its power and facilities.

Territory open in Ohio, West Virginia and Kentucky, Tennessee, Michigan, Nebraska and Kansas.

A. BETTINGER

President

T. W. APPLEBY

Secretary and Agency Manager

### "Semmann's Cancellation Table"

For the rapid and accurate calculation of return and earned premiums, pro-rata, and annual and term short rate. Shows the net rate after deducting credit for coinsurance clause, or other percentage credits, for rates from 25c to \$4.00, together with factors for figuring in one operation credit on any rate. A regular time saver. Price, \$2.00. The National Underwriter Co., 1362 Insurance Exchange, Chicago, Ill.

Organized 1871

**Life Insurance Company of Virginia**

Richmond, Virginia

Oldest, Largest, Strongest Southern Life Insurance Company

Issues the Most Liberal Forms of Ordinary Policies from \$1,000.00 to \$50,000.00 and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1919

Assets	\$ 20,700,133.74
Liabilities	18,650,203.62
Capital and Surplus	2,049,930.12
Insurance in Force	176,501,808.00
Payments to Policyholders	1,851,338.97
Total Payments to Policyholders Since Organization	\$23,840,173.80

John G. Walker, President

**Chicago National Life Insurance Co.**

10 South La Salle Street

**NOW ORGANIZING**APPLICATIONS WILL BE CONSIDERED FROM COMPETENT  
MEN FOR TERRITORY IN ALL PARTS OF ILLINOIS**THE PERFECT PROTECTION POLICY OF  
THE RELIANCE LIFE**

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.**State Mutual Life Assurance Company  
OF WORCESTER, MASSACHUSETTS**

Incorporated 1844

1919—SEVENTY-FIFTH ANNIVERSARY YEAR

For 75 years—far longer than the average life—the STATE MUTUAL has furnished unsurpassed protection and service.

Additions are made to our agency force when the right men are found.

B. H. WRIGHT  
PresidentSTEPHEN IRELAND  
Superintendent of AgenciesD. W. CARTER  
Secretary**Are You Permanently Established?**Write for Territory  
Pennsylvania—Ohio—West Virginia  
**PHILADELPHIA LIFE INSURANCE CO.**  
PHILADELPHIAOne **SECRET OF OUR SUCCESS IS SERVICE** We have a contract for you under which your income will be limited only by your activities

A REAL PROPOSITION FOR A REAL MAN

**FEDERAL CASUALTY COMPANY, DETROIT MICHIGAN**

Cash Capital, \$200,000.00

V. D. CLIFF, President



"SAFE AS A GOVERNMENT BOND"

**The OHIO STATE LIFE**

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE →

**LATEST POLICIES AND AGENCY CONTRACT****FOR FACTS**

Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

the best known life insurance men in Des Moines, has been with the Massachusetts Mutual for the past two or three years. Prior to that he was with the New England Mutual Life.

**I. Monroe Robertson**

I. Monroe Robertson has been appointed general agent of the Equitable of Iowa at Spokane, Wash. For the last four and one-half years he has been connected with the Prudential at Spokane as a member of the firm of

Robertson Brothers, managers of the company.

**A. A. Johnson**

A. A. Johnson, who has been with the Manhattan Life for the past five or six years, has been appointed manager for California, succeeding George B. Shelton, who resigned to join the National Life of Vermont as agency organizer. Mr. Johnson was California general agent for the old Pittsburgh Life &amp; Trust before joining the Manhattan Life.

**NEWS ABOUT LIFE POLICIES**

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May. PRICE, \$3.00 and \$1.50 respectively.

**INTERNATIONAL NEW POLICY****St. Louis Company Issues Three Additional Forms—Rate Changes on Some Contracts**

The International Life of St. Louis is publishing a new rate book. It has increased its maximum net line from \$15,000 to \$25,000 and its age limit from 60 to 65. It is changing its rates on 5, 10 and 20-year term policies and is making some changes in its monthly income forms.

The company is issuing three new policy forms. One is the special combination of 20-payment life containing accident, disability, excess interest, dividend and accumulation benefits for which the rate at age 35 is \$38.34. Another policy is a nonparticipating during premium paying period, fully paid up policy participating. This policy provides that it shall be given the benefit of the excess interest earnings as a dividend, over the 3½ percent required to maintain the reserve. The third policy is a special combination on the 20-payment basis, on which the premium is \$37.34, which contains accident, disability, excess interest dividend and accumulation benefit.

Some changes in the policy forms of the company are made. The insured is permitted to name a contingent beneficiary. The policy may be changed to a lower premium plan upon evidence of insurability. The surrender charge decreases after the fifteenth year. Ninety days instead of six months are allowed for cash surrender, and for postponement of loans on the part of the company. After a loan has been endorsed upon the policy it may be returned and held by the insured. Extended insurance is granted after three years and in the case of endowments after two years. The proceeds of the policy may be paid in a life annuity and there are also special options to the insured after 20 years, including one whereby proceeds of each \$1,000 may be paid in 20 annual installments of \$50 each, and \$525 at the end of 20 years. At age 35 the new convertible term rates are as follows: Five-year, \$11.16; 10-year, \$11.70; 20-year, \$13.50. This is a reduction from the old rate. The new disability clause provides for 1 percent monthly income instead of 20 percent annually.

**Equitable of New York**

The Equitable of New York is now prepared to include the full disability clause, with or without double indemnity, in corporate and business insurance policies on the same basis as for personal insurance. Heretofore the premium waiver clause only with or without double indemnity, has been granted under such forms. The limit of risk with full disability or double indemnity will be \$25,000.

The Equitable announces that its double indemnity travel accident clause will not be issued in connection with applications signed on or after Jan. 1, 1921. This does not apply to the travel accident

clause in the society's accident policies.

Effective, the same date, the travel accident clause will not be added retroactively to outstanding life insurance policies.

**Mutual Life**

The Mutual Life will increase its first dividend about 7 percent in 1921 and its older policies still more. This increase will not restore the pre-war dividend schedule as the decrease on the first dividend was about 10 percent.

**Michigan Mutual**

The Michigan Mutual of Detroit announces that it will incorporate the double indemnity and total disability features in its policies beginning Jan. 1. The forms have been approved by the Michigan insurance department, but no definite information concerning them is available as yet. It is stated that the forms are most liberal and that the additional rates which they will command are very reasonable.

**Preferred Risk Life**

The American Teachers Life of Des Moines, which on Sept. 1 changed its name to the Preferred Risk Life, has issued a new rate book covering changes both in rates and policy forms. The double indemnity clause is changed to cover accidental death occurring within 90 instead of 60 days after injury, the clause operating to age 60 instead of during premium paying period. The residence and travel clause now contains a restriction of one year. The conversion privilege is given, to change to a higher premium plan, with compound interest at 6 percent. Reinstatement is allowed upon evidence of insurability within five years. Thirty-one days are allowed in taking cash surrender values and the division for postponement both as to cash values and cash loans is now 60 days. Six percent is charged on premium loans. Paid-up values participate in the surplus, but extended insurance does not. The annual installment policies have been changed to monthly income. New rates are issued for whole life, limited payment endowment and term policies, but the surrender values remain the same.

**Capitol Life**

The Capitol Life of Denver, Col., has discontinued the issuance of annual and deferred dividend policies and will hereafter be wholly on the non-participating basis. The company on Jan. 1 had about \$2,000,000 each of annual dividend and deferred dividend business in force. It issued a complete line of life, endowment and term policies on the participating plan which will now be omitted from the rate book.

The company this month adopts a new special disability benefit providing for waiver of premiums at \$10 per month per \$1,000. The non-participating rates including the disability benefit at age 35 are: Ordinary life, \$25.30; ordinary life, coupon, \$30.29; 20-payment life, \$33.55; 20-payment life, coupon, \$40.75.

**Bankers Life, Iowa**

The Bankers Life of Iowa is paying 4.8 percent excess interest instead of 4.5 percent.



## TEXAS MAY BE FIRST INVESTIGATE THE PLAN

CONGRESS AT DALLAS JAN. 6 CANADIAN COMPANIES' SCHEME

North Texas Association to Lead Off  
in Holding Life Insurance Sales  
Conference

DALLAS, TEX., Dec. 14.—The annual sales congress of the North Texas Association of Life Underwriters will be held here Thursday, Jan. 6. This was announced by President Henry Camp Harris, who said the special committee of the association is now busy working out the program and details of the big gatherings of life insurance agents, managers and company heads in Texas and parts of Louisiana, Oklahoma and New Mexico. The program will be announced in a few days.

President Harris declared that between 500 and 1,000 insurance men would attend the congress here and the program would include addresses by insurance men of world-wide importance who will discuss the vital questions affecting the men with the rate book in America today.

Mr. Harris will attend a meeting of the South Texas underwriters at Houston this week, when he will make arrangements for the South Texas insurance men and those from a large section of Louisiana to come to Dallas for the sales congress. He has already received word that many of the field men as well as those managing companies in Oklahoma and New Mexico will be in Dallas for the big convention. Mr. Harris said the annual sales congress of the South Texas Association would be held in Houston late in January or the first of February, according to present arrangements and that the North Texas Association would have at least 200 members in attendance at that meeting.

In addition to the sales congress on Jan. 6, many of the local companies and state managers will assemble their agents here on that date and will hold agents' meetings following the sales congress.

It was said Orville Thorp, president of the National Association, will deliver addresses at the annual sales congress and at the various agents' meetings.

### WRITING SUBSTANDARD RISKS (CONTINUED FROM PAGE 7)

perience on hundreds of thousands of lives. Until a few years ago the decision regarding applicants for insurance, whether they should be accepted or declined, depended largely on the individual experience and opinion of the medical director, supplemented by a few reliable investigations. In recent years the life insurance companies have by cooperative effort developed a mass of statistics based on the facts drawn from their combined experience.

As the result of this investigation, of this company's own extensive experience and of other data, the company has built up reliable information on almost all the factors influencing human longevity. Instead of basing our decisions on the impressions and observations of the medical director, we use figures which are based on facts. This method known as "the numerical rating system," is employed for all of the company's business and under it each factor which enters into the decision regarding the valuation of a human being is given a rating. This covers build, occupation, family history, personal history, physical condition, habits, race and residence. As a result, no applicant is treated differently from another applicant if the conditions are the same. The system, therefore, not only does justice between applicants but enables the company to change its treatment with changing conditions or enlarged experience. In this, as in other departments of its service, the company has for its slogan "Evermore more light."

May Decide to Waive Medical Examination on Policies of \$1,000  
Because of Expense

Some of the Canadian companies are now investigating statistics as to mortality on \$1,000 policies. The Canadian companies find that the cost of medical examination on these policies is very great, especially where the applicant lives at a remote distance from town. In some sections of Canada the distances are great. The agents travel a long ways to solicit prospects, going as far as 20 to 25 miles, and even farther, from a town to write business. To get a competent doctor to make the trip and examine the applicant is expensive. Naturally, the agent does not want the medical examination fee taken out of his commission, because he has had to work hard for all he gets. The expense is altogether too large for the size of the policy.

Some companies have felt that they could safely waive the examinations on \$1,000 policies and endeavor to get an average. Undoubtedly the companies would rely on a medical inspection of some kind and the investigation by the agent. In some sections of Canada a farmer or farm hand will buy only \$1,000 of insurance. The Canadian officials are going into statistics bearing on this subject so far as United States companies are concerned.

### IMPORTANT POINTS IN TRAINING NEW AGENTS (CONTINUED FROM PAGE 1)

before. The untrained man is not going to succeed in life insurance work in the future. From now on his path is going to be a rougher one. The business is going to fall to those who are equipped to get it. With all the talk there is of a drop in production, Mr. Stevenson says that there will be no decline in the writings of those who have been trained properly. For men of this type it will be necessary only to make a readjustment of working methods. They are trained life insurance men, and a shift in conditions to them means only that they will have to readjust themselves. The trained men are not going to get discouraged or suffer a lapse in production. There is no reason why they should.

### SEES "WHALE OF BUSINESS" (CONTINUED FROM PAGE 4)

prices are concerned, nor of stocks or manufacturing difficulties. We can turn out goods as fast as you can sell them, and our prices remain level. This is no time to waste in your office or at your desk. Every moment in the office means a lost opportunity to make a sale. Get out and go to work and see the people. If you get a hard luck story one place—be quick to get another prospect. There is plenty of money in the country. It is up to you to search for it, and if you can't find it one place go somewhere else and keep on going. Speed counts right now."

#### Aetna Life Club

"The Greatest Person in the World" was the subject selected by Henry C. Walker, business specialist, for a talk before the employees of the Aetna Life Club at Hartford on Tuesday, Dec. 14. The meeting, which was open to men only, was followed by an entertainment and prize whist. The club soon plans to have Irvin Cobb and other well known speakers. Under the guidance of Dr. George E. Tucker this organization is exhibiting many activities.

The Peoples Life of Frankfort, Ind., has lost two of its agents by death, Richard H. Crouch of Greencastle, Ind., and Arthur J. Cornwell of Campbellburg, Ind.



JAS. H. JAMISON, President

NEW and up to date policy contracts. REAL SERVICE to Policyholders and Agents. NOT SO BIG to lose sight of individual agents, and big enough to serve its Agency and Policyholders satisfactorily. SOME GOOD territory in IOWA and SOUTH DAKOTA open for Agents.

## Two "Closers" Wanted

to travel in Indiana, Illinois, Iowa and Missouri to do special work, especially with new agents.

## Farmers National Life Insurance Co.

3401 Michigan Avenue, CHICAGO, ILL.



### \$50.00 A WEEK FOR LIFE

while totally disabled from either injury or illness. \$6,000.00 for death by ordinary accident, \$12,000.00 for Travel accident

### AND IT ONLY COSTS \$56.00 PER YEAR

Our top salesman made \$12,000.00 last year. Does it interest you? If so write—

**BUSINESS MEN'S ASSURANCE COMPANY**  
W. T. GRANT, Vice-President. KANSAS CITY, MISSOURI

FLOURISHING  
PROGRESSIVE

EXPANDING  
EVERYWHERE

## THE BANKERS RESERVE LIFE COMPANY

We are keeping pace with the wonderful impulse which life insurance now feels and we are placing men who are building solidly for the future.

**Business in Force, \$50,000,000.00**  
**Assets, Nearly \$9,000,000.00**  
**Monthly Production, about \$2,000,000.00**

A few openings available only to Managers and General Agents competent to Produce Results.

Telegraph or write—

### The Bankers Reserve Life Company

ROBERT L. ROBISON, President  
WALTER G. PRESTON, Vice-President

JAMES R. FARNEY, Vice-President  
RAY C. WAGNER, Secretary-Treasurer

Home Office: Omaha, Nebraska

### "Anderson's Selling Points Classified" (Life)

Prospects, in their attitude toward life insurance, fall naturally into a comparatively few classifications. Into a book of 128 pages of convenient pocket size, Mr. Anderson has classified the arguments and selling points which have been found successful in closing business under similar conditions. A few minutes' reference will supply the agent with a fund of practical material for handling almost any case. \$1.00 per copy from The National Underwriter Co., 1362 Insurance Exchange, Chicago.

## Insurance in Force Over \$245,000,000

For co-operation  
with agents in securing the  
complete satisfaction of policyholders

## The Equitable Life Insurance Company of Iowa

maintains a SERVICE Department which  
opens for them a broader field  
of opportunity and  
assures success

**New Business in 1920 Over \$52,000,000**

## WE WANT MEN

Capable of organizing and managing district agencies in Iowa, Missouri, Illinois and Indiana—men who can handle men and are "closers" and workers. Write now, telling what you have done. Address

## Farmers National Life Insurance Co.

3401 Michigan Avenue  
CHICAGO, ILLINOIS

## More Than One Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this Company. A study of the following growth in ten years is invited:

	Jan. 1, 1910	Jan. 1, 1915	Jan. 1, 1920
Assets	\$ 4,867,379	\$ 8,763,566	\$ 18,682,446
Policies in Force	342,972	551,969	1,058,956
Insurance in Force	44,780,907	79,619,435	191,495,761

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Western Pennsylvania, Michigan, Illinois and Missouri.

## The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

## RARE OPPORTUNITY

### Two General Agency Openings In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

**THE COMPANY NOW HAS MORE THAN \$76,000,000  
OF INSURANCE IN FORCE**

**The Minnesota Mutual Life Insurance Co.**  
ST. PAUL, MINNESOTA

## CONGRESS PLANS MADE

### GATHERINGS FOR 50 CITIES

Executive Council of National Association Ratifies Program of President Thorp

The executive council of the National Association of Life Underwriters has ratified the plans of President Thorp for the holding of sales congresses in about 50 cities of the United States in January and February. It is expected that the first congress will be held about Jan. 4 or 5, and that the last one will be held the latter part of February. President Thorp believes that it is for the best interests of the underwriters of the country to have these sales congresses held in the early part of 1921, in order to give a strong impetus to the plan of co-operative underwriting to help all phases of American life during the coming year.

#### Emphasize Business Insurance

It is particularly desirous, says President Thorp, that the help of life insurance shall be extended to the business men of the country through business insurance, thus stabilizing credit. Inheritance tax insurance should also be given particular attention in order to prevent serious embarrassment of estates in these times, when, unless there is available cash, only the selling of high-class securities can bring in the funds necessary to meet this tax.

#### To Employ Expert Instructors

The National Association is planning to employ two expert instructors who will travel from one congress to another on an itinerary to be prepared. President Thorp himself will attempt to attend every one of the sales congresses in order to meet personally the life underwriters of the country and promote the welfare of the National Association as well as the business of life insurance. The executive council also adopted the standard local association programs which had been prepared.

#### Farmer Agency's Record

The Chicago agency of the Michigan Mutual, under the management of James P. Farmer, has made a most enviable record for the year just closing. The total business produced by this agency in 1920 is about 1,500,000. The last three months have been big business months for Mr. Farmer's agency. For November it produced and paid for \$250,000 of business, the biggest month in the agency's history.

The total business produced by the agency this year is about three times its normal production. Another striking feature of its work is the fact that it has maintained a renewal record of over 98 percent during the year. Renewals are regarded by Mr. Farmer as the "life blood" of the business. He believes that big production means nothing unless there is a good renewal record to back it up.

A practice to which the Michigan Mutual rigidly adheres is to decline large policies whether coming direct or through reinsurance. It is content to build up its business on the medium-size policies, consisting of from \$1,000 to \$10,000 amounts. Thus it is able to avoid the added hazards of large policies. The moral hazard is greatly reduced, and the company is protected against the danger of overinsuring a risk and thus making it difficult for the business to renew.

#### Commissioners Go to Louisville

The annual meeting of the National Convention of Insurance Commissioners in September, 1921, will be held at Louisville. In case a spring meeting is called by the executive committee, it will go to New Orleans.

## WILL HEAR PRODUCERS

### CHICAGO'S CONGRESS PLANS

Even Bigger and Better Meeting Than Mid-West Meeting Last Year Is Contemplated

A one-day sales congress will be held by the Chicago association about the first of March. The Chicago association was the first large city life underwriters' association to stage a one-day sales congress. Last year's meeting was a great success. This year an even bigger and better meeting is contemplated. Julius H. Meyer, general agent of the New England Mutual, is in charge of the arrangements and will this week select a committee to assist him in drawing up plans. There will be five or six talks during the day and a banquet in the evening at which there will be addresses by some important Chicago business men not affiliated with life insurance. It is the idea to have at least one home office official appear on the program and the rest of the talks will be given by leading producers in the central western part of the country.

U. C. Upjohn, president of the Chicago association, is suggesting that any life companies contemplating agency conventions hold them at the time that the Chicago sales congress will be held. Mr. Upjohn is making a special appeal to the Illinois companies. The western general agents' convention of the Massachusetts Mutual will be held in Chicago just prior to the sales congress.

#### Discuss Abolishing War Risk Bureau

WASHINGTON, D. C., Dec. 14.—There has been a revival of talk about the entire abolition of the Bureau of War Risk Insurance and the turning over to commercial insurance companies of the whole function of insuring the former service men. Some of the influential Republican leaders are said to favor this move, among them Chairman Fordney of the ways and means committee.

The American Legion desires that the bureau be removed from the jurisdiction of the treasury and placed in the interior department. Its officers do not view with favor the movement to turn over the insurance function to private companies. Nevertheless, it is not believed that they would oppose the plan very vigorously, provided sufficient safeguards were thrown around any contracts made by the government with commercial companies.

No immediate action in the matter is probable. The plan is still in the "discussion stage." But the fact is that congress is anxious to get the government out of the insurance business, while recognizing that entry into that field was probably necessary as a war measure.

The proponents of the scheme of turning the insurance business over to private companies are convinced of the practicability of the proposal. They believe the companies will be glad to make contracts with the government to take over the business. The matter has been under discussion between certain representatives and senators and insurance company officers.

Real action on the project will await the assembly of the new congress in March, and even then much legislation regarded as more pressing will have prior attention.

#### How Shares Were Sold

The Chicago National Life calls attention to a mistake in a recent issue regarding the price at which its shares were sold. In all, there were 10,000 shares of capital stock, the par value being \$10 a share. Of this amount, 5,000 shares were sold \$20 a share, 2,500 shares at \$25 a share and 2,500 shares at \$30 a share.



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### Special for December

Best Grade, Round, Long Gilt Tip, Cedar wood, Red Rubber eraser, Fine Lead, No. 2 Degree of hardness.

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## FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet  
"Suggestions for Increasing  
Your Income"

and would be pleased to send a copy to every  
Life, Fire and Accident Agent in

Ohio, Illinois and Kentucky

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for men who are ambitious  
to succeed

Popular Priced Policies

Specimen Rate  
Age 30 ——— \$14.28

NATIONAL LIFE  
ASSOCIATION  
Des Moines, Ia.

"THE COMPANY OF CO-OPERATION"

## DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family!  
Any plan, any age, either sex!

This is a service our men  
appreciate these days.

If it appeals to you, write

HOME OFFICE  
DES MOINES (R-T Bldg.) IOWA

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IOWA SOUTH DAKOTA

## SALE LIKE ATHLETIC CONTEST

A SALE, analyzed psychologically, is nothing more than a contest between the salesman and the person who is being sold. To every contest there is a negative and a positive side, each striving for supremacy. When the salesman approaches a prospect for the purpose of selling him he is lining up his will power and ability against the will power and ability of the prospect. He approaches him expecting to meet with opposition and for that reason prepares his canvass just as a good athletic team prepares before going into a game.

The success of the sale depends on the use of the words "yes" and "no." The salesman who quits when the prospect says "no" is not a salesman. He is merely an order-taker. Anyone can go to a man and fill out an application for life insurance if that man wanted the insurance before he was solicited. The real salesman's job is to sell to persons who do not want life insurance and who will not buy until they are convinced by intelligent selling methods that they ought to have it.

### Negative Response Equalizes Contest

When a prospect says "no" he does not gain any advantage over the salesman. He merely puts himself on an equal footing with the salesman because the salesman's arguments are based on "yes." An athletic team which "laid down" in a game just because the other team persisted in defending its goal would not have much chance of winning. In a football game, for instance, two teams line up against each other, one representing "yes" and the other "no." The team which says it is going to win is opposed by the team which says "you shall not win." Eliminate either of these teams and there can be no game.

But the strength of a football team is measured chiefly by its physical prowess while that of a salesman is determined largely by his mental ability. He must be able to recognize in the words, yes and no, a balance of reason, and by the exertion of his selling ability be able to swing the scales in his direction. Unless he recognizes this balance of reason and the right of the prospect to say "no" at the start there is no use in trying to make the sale. He must have confidence in himself, however, and by means of carefully prepared arguments be able to assure himself that while at the start the scales may balance that when he has finished his selling talk he will have won out.

### Wrong Methods Often Used

Salesmen often make mistakes in choosing the methods by which they expect to sell prospects. A great deal has been said about the necessity of making a large acquaintance in order to be a successful life insurance sales-

man. This is a method which many agents have found to be successful and many others have discovered to be a failure. It depends on the individual characteristics of the agent using it. If a man is not well-read and of a dynamic personality it is best for him not to attempt to establish a large acquaintance. When a man has not a pleasing personality he may meet many people but he makes few friends. If he is not well-educated he is apt to bore those who have been more fortunate in this respect than he.

This kind of an agent should not try to make friends of his prospects before attempting to sell them. He can shield his lack of education and unpleasant personality by talking life insurance to his prospects the first time he meets them. It is better for him to use Jack Dempsey methods. He should get into the fight at the start and use all his skill and ability in putting his proposition over. His aggressiveness will make up for his deficient qualities.

### Should Study Himself and Prospect

The salesman should study himself and his prospect carefully before deciding on the methods which he will use in selling him. When a decision is made he should approach the prospect and sell him on the first interview. The agent should not be satisfied with an invitation to call again or with the excuse, "I will think it over." An agent makes a big mistake when he allows the prospect to do any great amount of thinking about life insurance, and then calls later expecting to sell him. A prospect thinks hardest about the proposition while the agent is talking to him. After the agent has left he forgets all about it until he calls again. Which only means that the agent is wasting his time and energy.

Whenever it is possible a sale should be closed during the first interview. A game that is won in the first quarter or the first half hour of play in an athletic contest is much more easier for the winning team than if the score was in doubt up until the last minute of play. It is much more easier for the agent to win his game in the first interview than if he waits until the second or third. If the prospect is not sold after the third interview it is best to drop him. The score is tied up and he cannot be beaten. Calls made after the third interview are made at a loss to the agent even though he finally succeeds in selling the prospect. He is rebating his time, and if he is live and aggressive that time should be worth more to him in working on other prospects.

The agent should adopt selling methods which blend with his individual characteristics. It is individual characteristics which make or break a man, but he is never too big to break and never too small to make.

### Conditions in Michigan

The Detroit Life thus comments on business conditions in Michigan:

"As far as Michigan business conditions are concerned, there is every evidence that the crisis is past. There will be no panic. There is simply a readjustment. It is unfortunate indeed for the people who have to suffer because they were not wise enough to make necessary provision during the days of plenty. Yet that is the history of human experience dating way back in biblical times of Joseph in Egypt to the present. The gloom is always followed by the sunshine. The more drastic the action at the present time, the sooner the recovery, and business will soon be back on its feet following the more recent evidences of conservatism. The Michigan mining and motor business already is recovering from the set-back which it has experienced in recent months. The mines are materi-

ally helped by an influx of labor and the motor situation is already showing recovery in that its financing seems to be more conservatively assured than ever."

### Chicago Life Men Honored

At the annual meeting of Chicago Association of Commerce Wednesday the following life insurance men were elected to serve upon the insurance division of the organization: Edward A. Ferguson, Union Central, chairman; I. B. Jacobs, Mutual Life of New York, vice-chairman; the other members being U. C. Upjohn, Equitable of Iowa; W. J. Arnette, Fidelity Mutual; L. C. Penfield, Northwestern Mutual.

At a special session of the life and accident training school held at the Travelers home office, Nov. 29 to Dec. 11, the following special agents were graduated: Clifford M. Carter, Indianapolis; Julian S. Gilmour, New York City; Charles E. McDermott, New York City; Aubrey C. Moore, Indianapolis, and Edward L. Stites, Grand Rapids, Mich.

## "SOMETHING NEW FOR AGENTS"

National  
American  
Life  
Insurance  
Company

Burlington, Iowa

## 37,005 PEOPLE

wrote to us last year and asked for an illustration of our "Income for Life" at their age. This valuable lead service explains why our 1919 business showed a gain of 81 per cent.

The Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$173,000,000. Faithfully serving insurers since 1878.

A few agency openings for the right man.

THE FIDELITY MUTUAL LIFE  
INSURANCE COMPANY

WALTER LE MAR TALBOT, Pres. PHILADELPHIA

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

The Penn Mutual  
Life Insurance Company  
of Philadelphia

On January 1, 1920, Rates Were Reduced  
and Values Increased to Full 3% Reserve.

## MR. AGENT!

Do you care for QUALITY, not  
SIZE? Age, Sound Experience.  
Low Cost, a Splendid Record  
for 70 years?

Then why not take a General Agency  
in its HOME STATE for

THE ST. LOUIS  
MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS  
STICK! WRITE THE HOME OFFICE

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time \$3.75.

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a week is the cost of The  
National Underwriter by  
annual subscription.

## HOW LABELS WILL BE USED

## New Departure of Chicago Life Underwriters' Association Watched With Interest

The labels which are to be used by the members of the Chicago Life Underwriters' Association on their policies are now on the press. Five thousand of them are being printed and they will be distributed to the members at the next meeting or shortly thereafter. They will read as follows: "This policy was written by a 1921 member of the

Chicago Life Underwriters' Association."

In order that the labels may be treated with the proper respect the utmost care will be exercised in distributing them. Only members of the association will be entitled to receive them. They will have to apply for the number desired to the committee in charge, and give a receipt showing how many were received. A small charge to cover the cost of printing will be made. Members who receive labels must agree to use them on every policy they issue, and must not permit them to be used by anyone else.

The labels will be numbered and

these numbers will be recorded when the labels are distributed. For instance, a man who takes 200 labels may have labels numbered from 300 to 500. It will not be compulsory for members to use these labels. The majority of the members appear to be enthusiastically in favor of the plan to label policies. They believe that it will help to increase the prestige of the life insurance business and will serve to advertise the local association.

## E. A. Hartman, Jr., Promoted

Edward A. Hartman, Jr., has been appointed secretary-treasurer of the Maryland Assurance, succeeding Harry C. Michael, recently made assistant auditor of the Maryland Casualty. Mr. Hartman has been with the corporation since 1907 as cashier.

## Equitable to Push Building

The Equitable Life of Iowa has won its cases before the Iowa supreme court relative to leases held by the C. C. Taft Company on property on the southwest corner of Sixth and Locust streets in Des Moines. With these disputes out of the way the barriers to the construction of the new building by this company have been removed. Plans are now being formulated and construction will start in the coming year if building conditions warrant. The new structure will cover an entire quarter block and will be 12 to 15 stories in height and perhaps more. Officials of the company recently returned from the east, where they inspected insurance buildings. The Equitable sold its 12-story home on a corner across the street from its new site to the Bankers Trust Company some months ago.

## Enters Three States

The Inter-Southern Life of Louisville has entered Oklahoma, Ohio and Pennsylvania during the present year.

## TRAVIS' LEGISLATIVE PLANS

## Kansas Commissioner Drafts Many New Laws Affecting Life Insurance Interests

Commissioner Travis of Kansas has drafted a number of bills effecting life insurance to be presented at the coming legislative session. Among his proposals are:

Increasing the number of employees and salaries of the department and increasing the superintendent's bond.

Put examiners on a salary and establish a uniform provision for examinations of insurance companies.

Require state insurance department to make annual valuation of all life policies.

Authorize the department to refuse to renew licenses of companies under certain conditions.

Establish uniform policy forms and contracts for all lines of insurance.

Requiring additional securities to be deposited to protect life policyholders.

To compel the department to examine companies on request of a stockholder or policyholder of any company.

Fixing salaries of officers and agents of insurance companies and prohibiting fees for special services by officers, directors and agents.

Regulating the investments of domestic life companies to afford more ample protection to policyholders.

Revision of statutes relating to paid-up insurance under lapsed policies.

## Assessment Officers' Meeting

The annual meeting of the National Association of Mutual Life Underwriters, consisting of officers of the assessment companies is being held in Chicago this week. There are 14 members of the organization. George W. Hopkins, head of the Pure Protection Life of Cleveland, is president and is presiding over the convention. Robert M. Worth, secretary of the Illinois Bankers' Life of Monmouth, gave a paper on "Production in Farming Communities." C. G. Warren, secretary of the Empire State Degree of Honor of Stockton, N. Y., discussed "Conserving Power of Insurance." The companies are taking up a number of questions relating to their activities.

## Life Agency Notes

The Snader & Winkman Agency has succeeded the Triangle Agency in Philadelphia as general agents for the Philadelphia Life.

The Mutual Life of New York has appointed Harry H. Long as general agent at LaCrosse, Wis. Mr. Long became interested in life underwriting during the present year.

H. S. Hoyt has taken charge of the Midland Life agency at Taloga, Okla. Mr. Hoyt is practically a new man in the business. His good work attracted the attention of the company officials at Kansas City and his appointment followed.

Norton Ives of the Detroit agency of the Mutual Benefit Life has been appointed assistant to the general agent of the company at Ann Arbor, Mich., and will have charge of the students of the university who are studying life insurance under Johnston & Clark, the general agents.

Walter A. Johnson, for the past eight years district agent for the Mutual Benefit Life at Rochester, Minn., has retired and will be succeeded by Oscar A. Reiter. Associated with Mr. Reiter in the conduct of the agency, which covers several counties of southeastern Minnesota, are his brother, Clarence J. Reiter, and Claude A. Johnson.

## Life Notes

The Maryland Assurance is now entered in Kentucky.

The Life Insurance Company of Virginia has increased its maximum net line from \$10,000 to \$15,000.

The Franklin Life of Springfield, Ill., has recently entered Colorado and Indiana.

Ten life insurance companies and one fraternal have been admitted to Oklahoma so far during 1920, according to announcement by Commissioner Welch. This is about the normal number.

The Louisiana State Life of Shreveport, La., has withdrawn from both Texas and Arkansas and is now doing business only in Louisiana.

R. H. Hoffman, Jr., state food and drug commissioner of Texas, will resign to accept a position in the chemistry department of the Great Southern Life of Houston.

National Life Insurance Company  
MONTPELIER, VERMONT

FRED A. HOWLAND, President

## A MUTUAL COMPANY

Which for

SIXTY-NINE YEARS

Has protected the

HOME AND FAMILY

EDWARD D. FIELD, Superintendent of Agencies

WANTED District Managers for  
Lima, OhioTHE GEM CITY LIFE INSURANCE CO.  
OF DAYTON, OHIO

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company

## ONLY RURAL OLD LINE COMPANY

Low participating rates; double indemnity insurance; shortest, cleanest policies in the world; complete protection disability clause.

## THE AGRICULTURAL LIFE INSURANCE COMPANY OF AMERICA

FRANCIS F. MCGINNIS, President, General Counsel and Founder

We are writing at the rate of six millions a year and have a particularly attractive proposition for men with clean records who can deliver the goods—as General, State or District Agents

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## Standard Life Insurance Company

HOME OFFICE, DECATUR, ILLINOIS

All we ask is an opportunity to show to the up-to-date Agent either part time or whole time that we have the best proposition and opportunities for his future success.

Address the Company at once for agency contract and territory. Salary and expense allowance arranged for where conditions justify it.

Company operates in Michigan, Iowa, Illinois, Nebraska, Kansas, Oklahoma, Missouri and Indiana

Approximately \$35,000,000 insurance in force.

THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

## CENTURY LIFE INSURANCE CO., INDIANAPOLIS

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men of Indiana who believe in the ability of the management to build a real life insurance company.

Managed by men experienced and familiar with all departments of life insurance work.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an old-fashioned general agency contract that means money.

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—

Tell us where you want to work